

COMMUNICATION

Department Information

Department of Communication website
<https://www.southalabama.edu/colleges/artsandsci/communication/index.html> (<https://www.southalabama.edu/colleges/artsandsci/communication/>)

The purpose of the Department of Communication is to provide students with core competencies, within the context of a broad liberal arts and sciences curriculum, which will prepare them to be independent, critical thinkers who uphold the highest ethical standards as communication leaders in a global society.

Given this purpose, the Department attempts to meet individual performance and career needs with a flexible curriculum. Students select one of the majors offered and confer with their advisors to plan their courses of study. These focused areas of study help prepare students for a variety of careers in the communication field.

The majors offered in the Department of Communication are: Communication Studies, Digital Film and Television Production, Journalism (Multimedia Journalism and Broadcast Journalism), and Advertising and Public Relations. Students pursuing one of these 4 degrees must also have a minor area.

The department also offers a Master of Arts in Communication, integrating theoretical and research components of mass, interpersonal, and organizational communication, preparing students for work and further academic studies in a lively intellectual environment. The small program size permits students and faculty to work closely together as a community of learners. The program accepts students with a variety of undergraduate degrees and professional experiences.

All first-time freshmen must successfully complete CAS 100 as a degree requirement. Students must enroll during their first term at USA, except for summer-entry students who must enroll in the fall semester following entry.

Honors in Communication

The Communication Departmental Honors program offers undergraduate students an opportunity to prepare for a graduate program or professional career. Students in this program will use their communication skills to develop a formal research project.

To be awarded Departmental honors in communication, students must:

1. Complete the standard requirements for the major in communication.
2. Have an overall institutional GPA of 3.5 or higher (University requirement).
3. Have a minimum 3.5 GPA in all communication courses (Department requirement).
4. Complete a communication research methods course (CA 300) with an earned grade of "B" or higher. This course may be counted toward the communication degree and toward 3 hours of upper division credit.
5. Complete a minimum of 3 credit hours, and no more than 6 credit hours in the Senior Honors Project, CA 499. Students receiving honors in communication will be required to take a minimum of 48 hours in communication (including CA 110).

6. Successfully defend the final research project during an oral presentation to a faculty committee. It is recommended that the student present a summary of the project during the Department's colloquium series and/or another appropriate public forum.

Application procedure - Students must:

1. Have earned an overall institutional GPA of 3.5 or higher and a minimum 3.5 GPA in all communication courses.
2. Apply by April 1 of their junior year.
3. Receive agreement of a tenure-track faculty member of the Department of Communication to serve as mentor, and obtain a letter of recommendation from that faculty member.
4. Receive permission of the Department Chair.

Degrees, Programs, or Concentrations

- Communication (BA) - Communication Studies Concentration (<http://bulletin.southalabama.edu/programs-az/arts-sciences/communication/communication-ba-studies-concentration/>)
- Communication (BA) - Digital Film & Television Production Concentration (<http://bulletin.southalabama.edu/programs-az/arts-sciences/communication/communication-ba-digital-cinema-television-concentration/>)
- Communication (BA) - Journalism Concentration (<http://bulletin.southalabama.edu/programs-az/arts-sciences/communication/communication-ba-journalism-concentration/>)
- Communication (BA) - Strategic Communication Concentration (<http://bulletin.southalabama.edu/programs-az/arts-sciences/communication/communication-ba-strategic-concentration/>)
- Communication (MA) (<http://bulletin.southalabama.edu/programs-az/arts-sciences/communication/communication-ma/>)
- Communication Minor (<http://bulletin.southalabama.edu/programs-az/arts-sciences/communication/communication-minor/>)
- advertising-public-relations-minor/ (<http://bulletin.southalabama.edu/programs-az/arts-sciences/communication/advertising-public-relations-minor/>)
- digital-cinema-television-minor/ (<http://bulletin.southalabama.edu/programs-az/arts-sciences/communication/digital-cinema-television-minor/>)
- journalism-minor/ (<http://bulletin.southalabama.edu/programs-az/arts-sciences/communication/journalism-minor/>)

Courses

CA 100 Intro to Communication 3 cr

Course examines various approaches people take to communicating. Focuses on developing an awareness of how and why we communicate and why we do not always communicate effectively. Includes consideration of variables related to interpersonal, group, public, and mass-communication contexts.

CA 101 Intro to Media 3 cr

Course examines the functioning of communication media in contemporary society including the political, economic and social environment. The structure and functions of newspapers, magazines, film, recording, radio, television, advertising and public relations industries are examined. The impact of the media on individuals and institutions is explored.

CA 110 Public Speaking 3 cr

A beginning study of the principles of speech communication as they relate to speaker-audience communication. The student is provided an opportunity to develop the art of audience and subject analysis, research, critical thinking, organization, language, and delivery of speeches. This course includes a video component. Fee

CA 200 Survey of Comm Theory 3 cr

Introductory survey of theoretical orientations in the field of human communication. Focuses on alternative explanations regarding elements of the communication process, models of communication, the communication act, and the communication relationship.

CA 210 Argumentation 3 cr

Examines the role of argumentation in a democratic society and aims to develop critical thinking and reasoned advocacy. Course makes functional a knowledge of tests of evidence and the modes of logical reasoning. Students participate in various forms of argumentation and debating.

Prerequisite: EH 101 Minimum Grade of C and EH 102 Minimum Grade of C

Cross-Listed: ARG 210

CA 211 Interpersonal Comm 3 cr

A study of communication behavior in the interpersonal setting. Focuses on development of knowledge, trust, understanding, supportiveness, etc., in a relationship, and their collective impact on the communication exchange.

CA 220 Writing Comm Media - W 3 cr

Intensive study of writing for various media and audiences. Specific attention is given to improvement of writing skills, including grammar, punctuation, spelling, word use, sentence composition, Associated Press style, and organization of material, as well as the different formats for the different media. Media styles studied include print, broadcast, on-line journalism, and public relations, which also includes a study of evaluating, documenting, and prioritizing facts in the writing of news stories and media releases for public relations. Computer fee.

Prerequisite: (ACT English 27 or SAT Critical Reading 610 or University - EH101 Exempt P or EH 101 Minimum Grade of C or EH 110 Minimum Grade of D or EH 190 Minimum Grade of D or USA 010 Minimum Grade of S) and (EH 102 Minimum Grade of C or EH 105 Minimum Grade of C)

CA 222 Rhetoric, Culture, and Society 3 cr

Course examines rhetoric or the art of persuasion, as it relates to popular culture. Students will apply rhetorical theory to such topics as music, film, and advertising.

Cross-Listed: ARG 222

CA 230 Comm in Organization 3 cr

Application of communication principles and techniques to those aspects of one's life in an organization that have been shown to be the most difficult and troublesome parts of the communication milieu in the world of work. Includes interviewing, conference participation, leadership decisions, conflict management, and organizational change as communication phenomena.

CA 260 Digital Writing and Production 3 cr

This course considers the nature of the digital environment as it relates to communication. Topics include writing in the online environment, effective use of images and multimedia, and basic web design. Computer fee.

CA 275 Decision Making - Small Groups 3 cr

Theory and practice in leading and participating in small group decision making. Special focus on group problem solving and the management of conflict in small group decision-making meetings.

CA 286 Principles of Public Relations 3 cr

An overview of the principles and techniques of public relations. Concentrates on the role of public relations in our society, the audience for public relations, and the mass media as public relations vehicles.

Prerequisite: (ACT English 27 or SAT Critical Reading 550 or University - EH101 Exempt P or EH 101 Minimum Grade of C or EH 110 Minimum Grade of D or EH 190 Minimum Grade of D or USA 010 Minimum Grade of S) and (EH 102 Minimum Grade of C or EH 105 Minimum Grade of C) and CA 101 (may be taken concurrently) Minimum Grade of D

CA 290 Special Topics - 1-3 cr

A variable-topics course treating communication concepts and topics relevant to the disciplines. May be repeated once when course content changes for a total of six credit hours.

CA 300 Fnds of Comm Research 3 cr

Introduction to research foundations in the field of communication. Includes historical, critical, descriptive, and experimental methods. Computer fee.

CA 310 Persuasion 3 cr

Basic theories and techniques of persuasion and their application to typical communication situations and problems in today's society.

CA 315 Gender and Communication 3 cr

Examines communication between genders by exploring theoretical perspectives used of gender development, gender socialization, interactions and stereotypes. Includes discussions involving the lesbian, gay, bisexual, transgender and LGBTQ community.

CA 330 Intercultural Communication-W 3 cr

CA 330 is the study of the theory and practice of intercultural communication. This course's goal is to focus on global dialogues within critical organizational incidents. This course has three objectives: to explain the culture-based situational conflict model; to integrate theory and practice in the discussion of organizational conflict; and to provide an excellent opportunity for writing within the organizational communication content areas.

CA 351 Social Effects Mass Comm 3 cr

Examination of the interaction between mass communication and the social institutions of American society. Current research literature in the field will be analyzed and methods of improving the system will be discussed.

Prerequisite: CA 200 Minimum Grade of D

CA 360 Comm and the Internet 3 cr

Intensive study and application of rhetorical and communication theories to understanding problems that arise as the Internet and the World Wide Web begin to render fixed media-based communication obsolete. Implications for advertising, journalism, organizational record keeping and management, interpersonal communication, training, entertainment, etc. Computer fee

CA 366 Visual Info Electron Com Media 3 cr

Rhetorical issues in the design of Internet and World Wide Web materials. Focus on how motion, color, and other visual elements compete for audience attention; how rhetorical theory, learning theory, and communication theory inform the myriad decisions involved in visual presentation. This course will address these rhetorical issues from the creator's and user's view point. Computer fee

CA 385 Magazine Writing and Editing 3 cr

CA 385 is designed to give students a broad overview of the magazine industry and its current trends, while also teaching them the skills needed to become successful magazine writers.

Prerequisite: (CA 220 Minimum Grade of D or CA 280 Minimum Grade of D)

CA 386 Public Relations Comm Meth - W 3 cr

The course provides a framework for the development of solidly written pieces for the public relations professional. It examines the techniques and approaches to communication tools across various media channels including traditional, nontraditional and digital media as well as strategies and tactics of public relations campaigns for internal and external audiences. Prerequisites: CA 220 and CA 286. Computer fee.

Prerequisite: (CA 220 Minimum Grade of D or CA 280 Minimum Grade of D) and CA 286 Minimum Grade of D

CA 388 History of the Mass Media 3 cr

The role of journalism in American society from the Revolution to the present. This course is also listed as History 388.

Cross-Listed: HY 388

CA 390 Special Topics - 1-3 cr

An advanced variable-topic course treating communication concepts and topics relevant to the discipline. May be repeated twice for up to six hours credit.

CA 394 Dir St - 1-3 cr

Directed individual study of literature in an area of need and interest to the student. May be repeated for a maximum of six hours credit.

CA 410 Advanced Persuasion 3 cr

An advanced examination of an application of persuasive techniques in communication situations and contexts (e.g. field, laboratory, interpersonal, small group, nonverbal, mass communication).

CA 411 Relational Communication 3 cr

An examination of issues, theories, research and skills that apply to managing and nurturing close relationships. Emphasis is given to applying course concepts to promote relational growth and manage interpersonal conflict through interaction in relationships.

CA 422 Rhetorical Theory 3 cr

A broad survey of the Western rhetorical tradition designed to give students a working knowledge of rhetoric and its historical and contemporary influence on communicative events and perspectives.

CA 424 Rhetorical Criticism - W 3 cr

This course is designed to introduce students to the process of rhetorical analysis. Through criticism of communication artifacts, students learn to identify key elements of the rhetorical process and to develop critical thinking, writing, and viewing skills. The course prepares students to interpret, understand, analyze, and critique communication in diverse contexts including speeches, advertisements, interpersonal conversations, films, and works of art to name a few. Culminating experience for communication studies students.

Prerequisite: (ACT English 27 or SAT Critical Reading 610 or University - EH101 Exempt P or (EH 101 Minimum Grade of C or EH 110 Minimum Grade of D or EH 190 Minimum Grade of D or USA 010 Minimum Grade of S)) and (EH 102 Minimum Grade of C or EH 105 Minimum Grade of C)

CA 425 Issues in Rhetoric 3 cr

Close examination of a single contemporary rhetorical phenomenon. Topics will rotate based upon disciplinary relevance and student needs. May be repeated once for credit when content varies for a maximum of six credits.

CA 430 Adv Organizational Communicatn 3 cr

Study and application of organizational and communication theory of assessment of organizational and communication needs. Critical analysis of intervention programs and strategies.

Prerequisite: CA 230 Minimum Grade of D

CA 435 Comm Training-Dev Programs - W 3 cr

Review and analysis of communication training and development programs designed to solve communication problems in groups and organizations. Students will develop and present a training or development program. Computer fee

CA 443 Film History 3 cr

An examination of the development of motion pictures from 1893 to the present. Films representing major periods, movements, and styles will be examined.

CA 444 Film & TV Aesthetics 3 cr

A study of the formation and evolution of film and television genres. Selected genres will be studied in terms of their structure and cultural history.

CA 445 Ethics-Social Respons Comm 3 cr

Study of social responsibility and ethics in communication. Acquaints student with ethical standards and expectations society has for communicators. Capstone Course. Requires Junior or Senior standing.

CA 449 Mass Media Social Effects 3 cr

Examination of the interaction between mass communication and American society. Current research literature in the field will be analyzed and methods of improving the system will be discussed.

Prerequisite: CA 101 Minimum Grade of D

CA 453 Campaign and Election Comm 3 cr

Provides students with a broad overview of political communication from both historical and contemporary perspectives so students may understand how the subject has evolved over time to become a unique field of theoretical and research interest. Special attention is paid to campaigns and elections, agenda-setting research, and media power. The major focus is on the United States.

Prerequisite: CA 100 Minimum Grade of C or CA 101 Minimum Grade of C or PSC 130 Minimum Grade of C

Cross-Listed: PSC 453

CA 455 Law of Communication 3 cr

Study of the broad application of principles of law to American Communication, including study of free speech, freedom of information, mass media law and regulation including libel, copyright, and right of privacy.

CA 456 Social Media and Politics 3 cr

An examination of how and why digital information technologies are used by citizens, activists, journalists, and politicians to shape and influence individual's political participation and engagement and public policy and society.

Prerequisite: (PSC 130 or CA 100 or CA 101)

Cross-Listed: PSC 456

CA 460 Comm. Technology Systems 3 cr

An examination of the new communication technology systems with an emphasis on how they reconfigure patterns of communication organizations, production, storage, and dissemination. The role of communication technology systems today and tomorrow, and implications for organizational, local, national, and international contexts will be studied. Computer fee.

CA 475 Comm-Group Processes 3 cr

The nature of small group processes. Leadership, communication, and decision making in small groups.

CA 476 Advertising Campaigns I 3 cr

The course is one of a two course sequence and is the first half of the advertising concentration capstone. It synthesizes previous courses within the communication curriculum. Students will research and develop a strategic advertising plan for a national client.

Prerequisite: (CA 321 Minimum Grade of D or CA 365 Minimum Grade of D) and CA 322 Minimum Grade of D

CA 478 Advertising Campaigns II 3 cr

Students develop a strategic integrated advertising campaign for a selected client. Campaign development includes the integration of research, planning and objective setting, branding, message, media and creative strategies, promotions, budgeting and evaluations. Culminating experience for advertising and brand communication students. Prerequisite: CA 476.

Prerequisite: CA 476 Minimum Grade of D

CA 484 Managing Public Relations 3 cr

Study of the operation and objectives of corporate and agency public relations using the case study approach. Emphasis is given to relating the management function of decision-making and policy formation to the communication process.

Prerequisite: CA 300 Minimum Grade of D and CA 386 Minimum Grade of D

CA 490 Special Topics 1-3 cr

An advanced variable-topic course treating communication concepts and topics relevant to the discipline. May be repeated twice for up to six hours credit.

CA 492 Seminar - 1-3 cr

An investigation of advanced topics and concepts of communication. Topics will rotate based upon disciplinary relevance and student need. May be repeated once for credit when content varies for a maximum of six credit hours.

CA 494 Directed Studies 1-3 cr

Investigation of questions of special interest in communication. May be repeated to a maximum of six semester hours, provided no repetition of subject matter occurs. Students are required to file a description of their goals and objectives for their study. This description is to be specific so that it can serve in place of a syllabus for this course.

CA 496 Prof Studies - Internship 1-3 cr

On-the-job experience in a selected communication area related to potential career selection. Supervision by communication advisor and off-campus agency required. The Internship Program may be repeated for up to six credits. Requires prior approval of internship coordinator and student's advisor. Internship candidates must have at least a 2.5 overall GPA and at least a 2.75 major GPA.

CA 499 Senior Honors Project - H 3-6 cr

Under the advice and guidance of a faculty mentor, honors students will identify and carry out a research project, relevant to the field of Communication study, that will lead to a formal presentation at the annual Honors Student Colloquium. The senior project will be judged and graded by three faculty chaired by the honors mentor. This course is required for Honors recognition and may be repeated for up to six credit hours.

CA 500 Found Graduate Study Comm 3 cr

This three-hour course provides an introduction to graduate study in the University of South Alabama Communication Department and an introduction to academic writing. This is a web-enhanced course. We will meet throughout the semester face-to-face in seminar format and in an informal "Meet and Greet" for graduate students and faculty.

CA 501 Qualitative Research Methods 3 cr

An in-depth study of a variety of qualitative research methodologies and their use in communication research, along with study of the use and practical applications of mixed-method and triangulation research methods.

CA 502 Communication Theory 3 cr

A survey of the theoretical perspectives that guide the study of communication. Competing and complementary epistemological frameworks will be compared.

CA 503 Quantitative Research Methods 3 cr

An investigation of research used in the study of communication; in-depth study of a variety of quantitative methodologies used in basic and applied communication research settings; study of statistical applications and practical interpretations.

CA 510 Persuasion in Professional Com 3 cr

Advanced analysis and development of persuasive messages and argumentative strategies. Ethical responsibilities of the message sender will also be addressed.

CA 511 Theor Found in Interper Comm 3 cr

Review of the interpersonal communication research literature with respect to the process of mutual adaptation and negotiation. The social and psychological processes constraining and organizing interpersonal communication will be studied. Topics include verbal and nonverbal codes, message production and interpretation, conversation management, relationship definition, and interpersonal communication competence.

CA 522 Rhetorical Strategy Prof Comm 3 cr

A broad survey of the Western rhetorical tradition designed to give students a working knowledge of rhetoric and its historical and contemporary influence on communicative events and perspectives.

CA 524 Rhetorical Criticism 3 cr

This course is designed to introduce students to the process of rhetorical analysis. Through criticism of communication artifacts, students learn to identify key elements of the rhetorical process and to develop critical thinking, writing, and viewing skills. This course prepares students to interpret, understand, analyze, and critique communication in diverse contexts including speeches, advertisements, interpersonal conversations, films, and works of art to name a few.

CA 525 Issues in Rhetoric 3 cr

Close examination of a single contemporary rhetorical phenomenon. Topics will rotate based upon disciplinary relevance and student needs. May be repeated once for credit when content varies for a maximum of six credits.

CA 530 Analysis of Comm in Orgs. 3 cr

Analysis of interpersonal, dyadic, group, and organization-wide communication events that occur in organizational settings. Attention will be directed to the network of messages that occur in organizations and the organizational change that occurs when a message system is disrupted or changed. Organizational communication research methodologies will be introduced.

CA 535 Comm. Training & Develop Prog. 3 cr

Review and analysis of communication training and development programs designed to solve communication problems in groups and organizations. Students will develop and present a training or development program.

CA 542 Moving Image Structure 3 cr

An analysis of moving-image form and process makers who supervise, produce, and/or evaluate electronic and/or film media for organizations. Theories of narrative and of moving-image syntax provide principles for structuring media content and managing the production process.

CA 545 Communication Ethics 3 cr

Advanced analysis and interaction between organizations and the social institutions of American society. Study of the literature and communication ethics and social responsibility.

CA 549 Media Effects 3 cr

A study of the role of corporate and public communication in the American social structure, including mass media extensions and impact upon institutions. Consideration of historical, legal, social, and economic issues.

CA 555 Corp. and Public Comm. Law 3 cr

A survey of the law as it deals with public communication. The course provides a working knowledge of First Amendment theory, copyright, trademark, advertising, contracts, access and administrative laws as they relate to the public relations environment.

CA 560 Social Media Management 3 cr

This course explores the roles, scopes, functions and impact of social media in communication, society, and business. Social media have caused a paradigm shift in the communication landscape. This course will teach students how to critically examine the dynamics of social media in different areas of global communication. We will investigate theoretical and research phenomena of social media management.

CA 561 Teaching & Professionalism 3 cr

This course will explore the practice of teaching and learning. In this course, the primary goal is to help students to make the transition from student to future colleague, thus there will also be a heavy emphasis on professionalization in the communication studies discipline.

CA 570 Audience Dynamics 3 cr

CA 570 explores how audience dynamics (attitudes, feelings, beliefs, experiences, values, needs, and behavior) influence message development in public relations and advertising campaigns.

CA 575 Investigation of Group Comm. 3 cr

An in-depth analysis of group communication theories. Topics to be covered include decision making, conflict, conformity, leadership, and observation methods.

CA 576 Historical Perspectives of SC 3 cr

An in-depth study of the field of strategic communication focusing specifically on the cultural history of advertising and public relations, as well as the contemporary issues, problems, and challenges facing these industries.

CA 585 Reputation Management 3 cr

CA 585 is designed to provide graduate students with a working knowledge of public relations crisis management. Course material focuses on actions to take and actions to avoid in handling a crisis situation from a public relations perspective, and how to work with management, employees, affected publics and the media.

CA 587 Tideline Student Agency 3 cr

This course allows graduate students to create and execute advertising and public relations strategies in an agency setting for select clients. Graduate students will have a supervisory role on assigned projects.

CA 590 Sp Top in Comm - 1-3 cr

A detailed examination of selected topics in communication theory. Topic announced prior to registration. Course may be repeated once when subject matter varies.

CA 592 Seminar in Comm Theory 1-3 cr

Departmental seminar investigating a selected field of communication theory through in-depth evaluation of its accompanying body of literature. Topic announced prior to registration. Course may be repeated once when subject matter varies.

Prerequisite: CA 500 (may be taken concurrently)

CA 594 Dir St in Communication - 1-3 cr

Independent research in field, laboratory, or library under the direction of a member of the graduate faculty.

CA 596 Professional Studies - Intern 1-3 cr

This course offers on-the-job experience related to student's course work in the Master of Arts in Communication program. Before enrolling in CA 596 students will consult with the Communication Department Graduate Coordinator regarding internship opportunities and eligibility.

CA 599 Thesis 1-3 cr

Students work independently to plan, research, and write results of an original research project. Students must have completed 24 hours of course work before enrolling in this course. Six credit hours of this course is required to complete the MA Thesis Option Degree in Communication. However, no more than 3 credit hours may be taken in any one semester without the expressed permission of the graduate faculty.

Faculty

Faculty Name	Faculty Department	Faculty Position	Degrees Held
ARIF, DELAWARE (darif@southalabama.edu)	Communication Arts	Associate Professor	BA, University of Dhaka MA, University of Dhaka MA, Southern Illinois U-Carbondale PHD, Southern Illinois U-Carbondale
BOVENIZER, GEORGE H (gbovenizer@southalabama.edu)	Communication Arts	Assistant Professor	BA, Stetson University MS, Columbia U in the City of NY PHD, Regent University
BUSH, NADIA K. (nbush@southalabama.edu)	Communication Arts	Senior Instructor	BA, University of South Alabama MA, University of South Alabama

CHOI, JUNG HWA (jchoi@southalabama.edu)	Communication Arts	Assistant Professor	BA, Michigan State University MA, Michigan State University PHD, University of Texas- Austin
KOURY, KATHERINE BELL (kkoury@southalabama.edu)	Communication Arts	Senior Instructor	BA, University of South Alabama MA, University of South Alabama
ROCKWELL, STEVEN C. (srockwel@southalabama.edu)	Communication Arts	Associate Professor	BA, University of South Alabama MA, University of Alabama PHD, University of Alabama
SPARKS, MEGAN SEBASTIAN (mspark@southalabama.edu)	Communication Arts	Senior Instructor	BA, University of South Alabama MA, University of South Alabama
TAYLOR, APRIL DUPREE (adupreetaylor@southalabama.edu)	Communication Arts	Assistant Professor	BS, University of Southern Miss MS, University of Southern Miss PHD, University of South Alabama
WALTER, MELISSA RAE (mwalter@southalabama.edu)	Communication Arts	Instructor	BA, University of South Alabama MA, University of South Alabama MS, University of South Alabama