

# COMMUNICATION

## Degree Programs Offered

- Communication, MA (<http://catalog.unomaha.edu/graduate/degree-programs-certificates-minors/communication/communication-ma/>)

## Certificates Offered

- Communication Certificate (<http://catalog.unomaha.edu/graduate/degree-programs-certificates-minors/communication/communication-certificate/>)
- Human Resources and Training Certificate (<http://catalog.unomaha.edu/graduate/degree-programs-certificates-minors/communication/human-resources-training-certificate/>)

## Communication Graduate Courses

### COMM 8000 FOUNDATIONS OF COMMUNICATION (3 credits)

This seminar is designed to introduce graduate students to the Communication discipline. This course will expose students to historical, theoretical, and philosophical perspectives across various contexts and areas of study. In addition to a foundational exploration of the discipline, this course also prepares MA students to conduct research, apply theory to practice, and declare their own expertise in the discipline. Through readings, guest lectures, writing, and discussions, students will work to understand the broad expanse of the discipline.

**Prerequisite(s):** Admission to the School of Communication MA program. Not open to non-degree graduate students.

### COMM 8010 COMMUNICATION RESEARCH METHODS SEMINAR: QUANTITATIVE (3 credits)

Philosophy of scientific investigation from a quantitative standpoint, including process and products, in comparison to other ways of knowing. Introduces students to quantitative designs and statistical applications for communication research and to data gathering methods appropriate for such designs. Emphasis is placed on preparing, evaluating and writing quantitatively oriented communication research proposals and reports.

**Prerequisite(s):** Graduate majoring in communication or permission of instructor. Not open to non-degree graduate students.

### COMM 8020 COMMUNICATION RESEARCH METHODS SEMINAR: QUALITATIVE (3 credits)

This course is an introduction to the methodology and practice of qualitative research. Within the course, students will be exposed to research paradigms, approaches to qualitative research, and ways to collect and analyze qualitative data. Students will be required to design and carry out their own qualitative research project.

**Prerequisite(s):** Open to School of Communication Graduate Students only

### COMM 8030 SPECIAL TOPICS (3 credits)

This variable-content course provides students with in-depth knowledge about various communication topics not covered in other graduate communication classes.

### COMM 8040 SEMINAR IN RHETORICAL CRITICISM (3 credits)

Students will engage with the history of rhetorical criticism in the field of communication, popular orientations toward criticism over the years, and new directions in methodology. A variety of rhetorical methods and theories as well as rhetorical artifacts will be explored.

**Prerequisite(s):** Graduate admission to School of Communication or permission of instructor. Not open to non-degree graduate students.

### COMM 8046 SOCIAL MEDIA MEASUREMENT AND MANAGEMENT (3 credits)

Social Media Measurement and Management explores the dynamic development of social media platforms within a journalism and media communication context. Students of journalism, broadcasting, public relations, advertising and marketing will examine theories and best practices of social media interaction and engagement. (Cross-listed with JMC 4040).

**Prerequisite(s):** Good standing as a UNO graduate student.

### COMM 8070 RHETORIC AND SOCIAL MOVEMENTS (3 credits)

This class will examine the role of rhetoric in movements for social change in contemporary society. Students will investigate different social movements and issues relating to the movements: their history, context, leaders, strategies (including new communication technologies), resistance, and most importantly their rhetorical elements. Students will analyze these variables to understand the rhetorical messages relating to particular movements, e.g. #MeToo, #BlackLivesMatter, environmental movements, and more.

**Prerequisite(s):** Admission to the graduate program or permission of the instructor.

### COMM 8110 GRADUATE TEACHING ASSISTANT SEMINAR (1 credit)

This course provides weekly training, assessment, and teaching strategies for graduate teaching assistants within the the School of Communication.

**Prerequisite(s):** School of Communication Graduate Teaching Assistants Only. Not open to non-degree graduate students.

### COMM 8156 ORGANIZATIONAL TRAINING AND DEVELOPMENT (3 credits)

This course introduces students to the process of designing communication training programs and workshops for a variety of professional settings. It provides students, especially those who are prospective trainers and/or consultants, with experiential and cognitive knowledge about needs assessment, adult learning, communication training research, objectives writing, module design, interactive delivery methods and program evaluation. (Cross-listed with CMST 4150)

**Prerequisite(s):** Graduate standing. Not open to non-degree graduate students.

### COMM 8166 COMMUNICATION FOR INSTRUCTIONAL SETTINGS (3 credits)

This course is designed to help prospective instructors and/or trainers understand and apply the principles of communication in instructional settings (i.e., classrooms, workshops, training programs). It introduces students to the research area in the speech communication discipline called 'Instructional Communication' by covering these five units:

- 1) Communication Strategies, Objectives, & Content;
- 2) Student Communication Needs & Expectations;
- 3) Feedback, Reinforcement, & Discussion;
- 4) Context, Climate, & Influence; and
- 5) Teacher Communicator Style, Characteristics, & Behaviors. (Cross-listed with CMST 4160)

**Prerequisite(s):** Graduate Standing.

### COMM 8186 COMMUNICATION LEADERSHIP AND POWER AND ORGANIZATIONS (3 credits)

This course provides theoretical and experiential knowledge about such topics as communication leadership styles and tactics, superior and subordinate interactions, power, ethical responsibilities, and diversity gender issues related to communication leadership. (Cross-listed with CMST 4180)

**Prerequisite(s):** Graduate Standing. Not open to non-degree graduate students.

### COMM 8200 SEMINAR IN POPULAR CULTURE, MASS MEDIA AND VISUAL RHETORIC (3 credits)

This course studies how discursive meaning is made through established and emerging visual technologies and the impact visual symbol systems are having upon the field of rhetoric in general. Students will investigate how visual technologies, discourse theory, and semiotic theory has intersected with and expanded contemporary rhetorical theories, and they will apply these theories to visual texts. (Cross-listed with ENGL 8760).

**COMM 8220 COMMUNICATION, HEALTH, & DISPARITIES (3 credits)**

Health disparities can be defined as inequalities in health and healthcare experienced by people based on social, economic, and/or environmental characteristics such as race/ethnicity, gender, age, sexual orientation, religion, language, immigration status, disability, socioeconomic status, and geographic location. This course examines the role of communication in combating health disparities from various dimensions. Topics of discussion may include cultural competency and patient centeredness in healthcare provider-patient communication; ehealth interventions and the digital divide; representation/portrayals of marginalized groups in news and entertainment media; and community-based approaches to health campaign design.

**Prerequisite(s):** Two of these are co-reqs: Foundations of Mass Communication (COMM 8470), Qualitative (COMM 8020), Quantitative (COMM 8010), or Rhetorical Criticism (COMM 8040), OR permission of instructor

**COMM 8250 STRATEGIC COMMUNICATION (3 credits)**

This course surveys the topic of strategic communication in business, nonprofit, and government sectors. Focused on management-level evaluation of effective strategic communication, the course prepares students to work in collaboration with strategic communication departments and optionally integrate strategic communication into a research agenda for further graduate study. Content includes determining motivations and reasons for campaigns, understanding relationships between stakeholders, and evaluating outcomes of campaigns.

**COMM 8270 RHETORIC AND SOCIAL MOVEMENTS (3 credits)**

This class will examine the role of rhetoric in movements for social change in contemporary society. Students will investigate different social movements and issues relating to the movements: their history, context, leaders, strategies (including new communication technologies), resistance, and most importantly their rhetorical elements. Students will analyze these variables to understand the rhetorical messages relating to particular movements, e.g. MeToo, BlackLivesMatter, environmental movements, and more.

**Prerequisite(s):** Admission to the graduate program or permission of the instructor.

**COMM 8316 MEDIA & POLITICS (3 credits)**

An in-depth study of the impact of the media on political communication. This course will explore the symbiotic relationship of media and political communication, including the influence of traditional mass media, digital media, and social media on the political communication process. Students will delve into media theories and critically examine the influence of the media on the political communication process. (Cross-listed with JMC 4310).

**COMM 8396 MEDIA ENTREPRENEURSHIP (3 credits)**

Media Entrepreneurship explores new and emerging media business models from local, national and global perspectives. Students learn about and work within the start-up economy and entrepreneurial approaches. The course offers professional and critical perspectives. (Cross-listed with JMC 4390, ENTR 4390).

**Prerequisite(s):** junior standing

**COMM 8516 PERSUASION AND SOCIAL INFLUENCE (3 credits)**

The primary goal of this course is to provide students with a solid grounding in theories, principles, and strategies of persuasion social influence as they apply to everyday contexts in which influence attempts take place. Students should gain familiarity with findings from empirical investigations on persuasion, social influence, and compliance gaining, and will learn about strategies and techniques of persuasion relating. (Cross-listed with CMST 4510)

**Prerequisite(s):** Graduate standing. Not open to non-degree graduate students.

**COMM 8576 INTERCULTURAL COMMUNICATION IN THE GLOBAL WORKPLACE (3 credits)**

This course examines the intercultural perspective of organizational communication in a modern global world by focusing on the management of cultural differences in the global workplace. The trend towards a global economy is bringing people of different ethnic and cultural background together. Thus, the development of greater intercultural understanding has become an essential element of global workplace. After taking this course you will be more aware of cultural diversity in an organizational setting and further develop intercultural sensitivity and intercultural competence that will help you adapt to your future organizational life. (Cross-listed with CMST 4570)

**COMM 8580 COMMUNICATION, IDENTITY, AND DIVERSITY (3 credits)**

This course provides a theoretical exploration of the ways social identity may be formed and communicated in diverse contexts. The content of this class builds from communication scholarship on identity, drawing on a variety of approaches, such as rhetorical, intercultural, and interpersonal. It also includes both germinal and contemporary literature regarding social identity, diversity-equity-access-inclusion (DEAI), intersectionality, and power relationships. This class provides students with an academic lens for critically examining how identity is communicated through and to society. Additionally, this course encourages students to explore their personal identity and communicate their experiences of diversity and power in social contexts. Students who complete this class can expect to gain a greater understanding of the complex social dynamics that influence identity and its communicative power in diverse contexts.

**Prerequisite(s):** Admission to the graduate program or permission from the instructor

**COMM 8706 INTERPERSONAL CONFLICT (3 credits)**

This course provides an overview of interpersonal conflict processes. It examines perspectives on conflict, patterns of constructive and destructive conflict, conflict styles and tactics, interpersonal power, negotiation strategies, conflict assessment, and conflict skill development. (Cross-listed with CMST 4700)

**Prerequisite(s):** Communication major

**COMM 8926 MEDIA LITERACY (3 credits)**

An advanced seminar on the study of media and information literacy through deconstruction of mass communication content, meaning construction, framing analyses and critical/cultural approaches. (Cross-listed with JMC 4920).

**COMM 8970 GRADUATE PROJECT (3 credits)**

Project Option students must complete a three-hour graduate project written under the supervision of an adviser. A two-member graduate committee (adviser and second committee member) must approve the project.

**Prerequisite(s):** COMM 8010, 8020, 8470, 8570 and student must be admitted to candidacy.

**COMM 8980 INDEPENDENT STUDY (1-3 credits)**

Students conduct independent research under the supervision of an adviser. May be taken multiple times with approval of graduate adviser.

**Prerequisite(s):** Completion of appropriate paperwork; Agreement of supervising faculty; Approval of independent study by supervising faculty, graduate program chair, and the School director's office.

**COMM 8990 THESIS (1-6 credits)**

Independent research project written under the supervision of an adviser.

**Prerequisite(s):** Completion of or concurrent enrollment in final coursework in completion of the MA degree; Approval by Graduate Program Chair. Not open to non-degree graduate students.

**COMM 9400 SEMINAR IN COMMUNICATION & TECHNOLOGY (3 credits)**

A synthesis of speech and mass communication research as it relates to the study of computers and technology. Computer Mediated Communication (CMC) will be emphasized. Students write a research paper appropriate for submission to an academic conference.

**Prerequisite(s):** COMM 8470 or COMM 8570, and COMM 8010 or COMM 8020, or permission of instructor.

**CMST 8136 FAMILY COMMUNICATION (3 credits)**

This course emphasizes the role of communication in family relationships. Theories, models, and research methods will be used to examine the family in various cultures and contexts (e.g., nuclear families, single-parent families, and blended families). Topics that will be covered in this course include: family conflict, family roles, family stories, family stress, family well-being, genograms, marriage, and divorce. (Cross-listed with CMST 4130)

**Prerequisite(s):** Graduate majoring in the School of Communication or permission of instructor. Not open to non-degree graduate students.

**CMST 8176 ORGANIZATIONAL COMMUNICATION (3 credits)**

This course will help students understand organizational communication theories, models, and processes; apply these principles in organizational communication speaking exercises; and learn management and leadership skills. (Cross-listed with CMST 4170)

**Prerequisite(s):** Graduate Standing. Not open to non-degree graduate students.

**CMST 8196 COMPUTER-MEDIATED COMMUNICATION (3 credits)**

Computer-Mediated Communication addressing emerging issues of virtual communities, identity, civic life and participation, online relationships, collaborative work environments, digital networks, gender race class issues, legal and ethical considerations of technology, and commodification of mediated communication. (Cross-listed with CMST 4190).

**CMST 8536 INTERCULTURAL COMMUNICATION-US (3 credits)**

This course will provide a foundation that leads to Intercultural Communication competence. Specifically, this course is to introduce the concepts of cross-cultural communication. Theory and research are integrated with application and necessary skills are identified and developed.

**CMST 8586 COMMUNICATING RACE, ETHNICITY & IDENTITY (3 credits)**

This is an undergraduate/graduate course that provides students with definitional and experiential knowledge about the origin of racial concepts, theories, and practices, definitions of ethnicity and identity, and the communicative relationship between race, ethnicity, and identity. (Cross-listed with CMST 4580, BLST 4580, BLST 8586)

**JMC 8346 MEDIA REGULATION & FREEDOM (3 credits)**

Media and Internet regulation and free expression as defined and interpreted through First Amendment rights, prior restraint and obscenity case law, advertising and public relations, broadcast and cable TV regulation and deregulation policy, new telecommunication media, and privacy. (Cross-listed with JMC 4340).

**Prerequisite(s):** ENGL1160

**JMC 8816 DIGITAL LITERACIES FOR TECHNICAL COMMUNICATORS (3 credits)**

This course addresses emerging issues in digital literacies such as the rhetoric of technology, technological competency, technology and information ecologies, critical awareness of technology and human interactions, judicious application of technological knowledge, user-centered design, networking and online communities, ethics and technology, and culture and technology. (Cross-listed with JMC 4810).

**Prerequisite(s):** Graduate standing or permission of instructor

**JMC 8826 POLITICS AND FILM (3 credits)**

This course introduces students to the analysis of politics and film, focusing on how politics is portrayed in film and the politics of film making. (Cross-listed with JMC 4820).

**JMC 8896 CAPSTONE COURSE IN TECHNICAL COMMUNICATION (3 credits)**

In this capstone course, students will extend foundational skills learned in previous technical communication courses. Students will demonstrate their competency in the technical documentation process in organizational environments, the issues important to the technical communication profession, and the practices of writing and creating complex technical documents for specific purpose and audience. (Cross-listed with JMC 4890).

**Prerequisite(s):** Graduate standing or permission of instructor.

**JMC 8906 SEMINAR MASS COMMUNICATION (3 credits)**

A senior seminar applying historical and theoretical perspective to current issues and developments in mass communications. (Cross-listed with JMC 4900)

**Prerequisite(s):** Graduate standing