

Communication

Department Information

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

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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 concentrations 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 concentrations of study offered in Communication are: Communication Studies, Digital Cinema and Television, Journalism (Multimedia Journalism and Broadcast Journalism), and Strategic Communication. Students pursuing a degree in Communication must also have a minor in another discipline.

All first-time freshmen must successfully complete CAS 100: First Year Experience 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, mass communication concentrations or CA 424, communication studies concentration) 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, Public Speaking).
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.

Areas Of Study

Communication (BA) - Communication Studies Concentration
Communication (BA) - Digital Cinema & Television Concentration
Communication (BA) - Journalism Concentration
Communication (BA) - Strategic Communication Concentration

Communication (MA) – Non-Thesis Option
 Communication (MA) – Thesis Option
 Minor in Communication

Courses

Communication (CA)

CA 110L Public Speaking Lab 0 cr

Public speaking labs associated with blended public speaking sections. CA 110 and CA 110L must be taken concurrently. Likewise, if a student drops CA 110, he/she must drop CA 110L at the same time. Together, CA 110 and CA 110L satisfy the general education public speaking requirement.

Co-requisite: CA 110

CA 100 Intro to Communication Media 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. Fee.

CA 101 Introduction 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. Fee.

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. Fee.

Pre-requisite: (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). EH 102 and EH 105 can be taken concurrently with this course.

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. Fee.

Pre-requisite: EH 101 Minimum Grade of C and EH 102 Minimum Grade of C.

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. Fee.

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.

Pre-requisite: (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.

CA 224 Intro to Strategic Comm 3 cr

Introduction to Strategic Communication focuses on theories, concepts and applications of the advertising and public relations fields. It provides an overview of theories, practices, ethics, campaigns, and the role of strategic communication in the process of marketing products, ideas, and people. The course involves the evaluation of communication ideas used to build brands, create and sustain positive relationships, and solve problems to advance the interests of brands and organizations.

Pre-requisite: CA 101 Minimum Grade of D.

- 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. Fee.
- CA 240 Digital Cinema Prod Basics 3 cr**
This course will teach the basics of directing, composition, lighting, audio and editing in the digital realm. Techniques of working with actors and the technical and aesthetic considerations of moving-picture photography, audio design and storytelling through editing will be covered by lecture, example, and practical exercise. Technology Fee.
- CA 241 Intro TV Studio Production 3 cr**
Theory and practice of television production. Concentrates on exploring the uses of television in varied contexts, including corporate, community, and broadcasting applications. Fee.
- CA 244 Radio Broadcasting 3 cr**
A survey of radio broadcast operations. Examines terrestrial, Internet, and satellite radio. Emphasis on audience analysis, programming, promotions, production, performance, and regulatory standards. Fee.
- CA 250 Radio and TV Performance 3 cr**
Course focuses on the unique aspects of radio and television as communication media. Different styles of delivery for various media projects will be studied - broadcast news, advertising, and entertainment. Course also focuses on restraints and requirements of the individual medium on the practice of broadcast delivery. Fee.
Pre-requisite: CA 110 Minimum Grade of D.
- 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 270 Sports Journalism 3 cr**
This is a traditional lecture and writing course that will provide students with an overview of sports journalism and hone writing, reporting and editing skills. Students will learn how to write a game story, advance/follow-up story, sports column and feature story during the semester. As in the journalism industry, students will adhere to strict deadlines. Computer Fee.
Pre-requisite: (EH 102 Minimum Grade of C or EH 105 Minimum Grade of C).
- CA 271 Strategic Publication Design 3 cr**
Course focuses on the approaches of visual communication to strategically reach target audiences and meet an organization's mission brand and communication specific goals. This involves the use of modern industry software tools to apply the concepts and techniques of basic design principles, color, typography, layout and graphics in the planning and development of publications and design pieces. Computer Fee.
Pre-requisite: CA 101 Minimum Grade of D and (EH 101 Minimum Grade of D or EH 110 Minimum Grade of D or EH 190 Minimum Grade of D or USA 010 Minimum Grade of D) and (EH 102 Minimum Grade of D or EH 105 Minimum Grade of D).
- 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. Fee.
- CA 281 Editing and Layout 3 cr**
Principles and practices of selection and preparation of written and pictorial materials for newspapers, magazines, and related media. Layout and design, production planning, and related topics. Computer fee.
Pre-requisite: CA 220 Minimum Grade of C.
- CA 283 Chinese Film 3 cr**
This course will introduce students to major topics in Chinese history, covering both ancient periods, such as the Three Kingdoms period, and twentieth-century events such as the war with Japan and the Cultural Revolution. Post-Tiananmen Chinese society will also be stressed. Students will explore these themes through Chinese film and literature, and will thus become familiar with major directors, including Zhang Yimou and Jia Zhangke and writers such as Yu Hua.
- CA 288 History of the Mass Media 3 cr**
The role of journalism in American society from the Revolution to the present. This course is equivalent on HY 288. Fee.
- CA 290 Special Topics - 1 TO 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. Fee.
- 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 301 Skepticism in Media-Philosophy** 3 cr
This course examines some of the most fundamental questions about human knowledge, belief and rationality and compares the treatment of such issues in philosophical discussions and contemporary media, especially film. Identical with PHL 301. Credit cannot be received for both CA 301 and PHL 301.
Pre-requisite: EH 102 Minimum Grade of D or EH 103 Minimum Grade of D.
- CA 310 Persuasion** 3 cr
Basic theories and techniques of persuasion and their application to typical communication situations and problems in today's society. Fee.
- CA 315 Gender and Communication** 3 cr
Survey of research and theory concerning the differences in communication between men and women and the effects and functions of communication between men and women. Fee.
- CA 320 Broadcast Scriptwriting - W** 3 cr
Study and practice in the techniques of writing scripts for radio and television. Special scripting projects. Fee.
Pre-requisite: EH 101 Minimum Grade of C and EH 102 Minimum Grade of C.
- CA 321 Media Planning** 3 cr
Students develop an understanding of planning traditional and digital media as a part of an integrated brand communication strategy. The course concentrates specifically on how media work together strategically to shape consumers' brand experiences across media platforms. Fee.
Pre-requisite: CA 220 Minimum Grade of C and CA 224 Minimum Grade of C.
- CA 322 Creative Strategy - W** 3 cr
Creative Strategy focuses on the theoretical foundations of creative strategic thinking in advertising and visual communication. The course concentrates on writing effective copy for traditional and digital media as part of a strategic brand communication campaign. Computer Fee.
Pre-requisite: CA 224 Minimum Grade of D.
- CA 323 Sports PR** 3 cr
Study of the role of public relations in sports, particularly as it relates to strategic communication. Discussion topics include the sports organization - media relationship, organizational media (traditional and digital), the legal and ethical dimensions of sport, and crisis communication. Fee.
Pre-requisite: CA 224 Minimum Grade of D.
- CA 324 Strategic Writing - W** 3 cr
Strategic Writing focuses on understanding writing styles and formats of different communication media for maximum message impact. This involves crafting written messages for specific target audiences, selecting appropriate media and the adaptation of writing style and tone. Emphasis is placed on strategic, concise and effective writing. Computer Fee.
Pre-requisite: CA 220 Minimum Grade of C and CA 224 Minimum Grade of D.
- CA 325 Applied Comm Workshop** 3 cr
A workshop stressing practical applications of the principles and theories of communication disciplines to those settings and problems in the world of work that are of special interest to the students enrolled. Fee.
- CA 326 P.R. & Non-Profit Fundraising** 3 cr
Public Relations and Non-Profit Fundraising provides an understanding of how organizations use public relations to build mutually beneficial relationships between organizations and their public to achieve their philanthropy goals through effective fundraising.
Pre-requisite: CA 224 Minimum Grade of D.
- 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 340 Video Field Production** 3 cr
The focus of this course is on production techniques, processes and skills. Analysis of television production as a communication process, program formats, production equipment and facilities, production and unit management and the role of the director. Fee.
Pre-requisite: CA 101 Minimum Grade of D.
- CA 341 Intermediate TV Studio Prod** 3 cr
This course will give students practical grounding in the concepts and technology associated with the production of studio-based news and information programs. Technology Fee.
Pre-requisite: CA 241 Minimum Grade of D.
- CA 343 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. Fee.
- CA 344 Film and TV Genres** 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. Fee.

- CA 350 Broadcast News** 3 cr
Course includes both writing in the broadcast media and exploring broadcast news operations. Assignments include writing broadcast news stories and evaluating broadcast news operations. Lectures cover the characteristics of broadcast news, news styles, news policy, and ethics and responsibility in broadcast news. Fee
Pre-requisite: CA 220 Minimum Grade of C.
- CA 352 Media Literacy Information Age** 3 cr
Study of how to be a good consumer of mass media messages. Topics include how media messages are affected by media production techniques, media technology, professional values and the media's political-economic structure. Fee.
Pre-requisite: CA 100 Minimum Grade of D or CA 101 Minimum Grade of D.
- CA 353 Broadcast News Editing** 3 cr
This course focuses on the post-education for television news. Students will edit footage they shot for CA 350, learning to weave together b-roll, interview, natural sound, and voice-over to create a compelling narrative.
Co-requisite: CA 350
Pre-requisite: CA 220 Minimum Grade of C. CA 220 can be taken concurrently with this course.
- CA 354 Media and Politics** 3 cr
Examining the role and influence of mass media in politics, exploring how and why the media contribute to and shape democracy.
Pre-requisite: (PSC 130 Minimum Grade of C or CA 100 Minimum Grade of C or CA 101 Minimum Grade of C).
- CA 356 Digital Cinema Management** 3 cr
A survey of the legal, budgeting, revenue stream and distribution issues associated with film and television production. Topics include preproduction and production management, script breakdown, scheduling, and above and below the line talent. Computer Fee.
- CA 357 Basic Film Production** 3 cr
This course will teach the basics of planning, scripting, shooting and editing short films in the 16mm format. Technology Fee.
Pre-requisite: CA 240 Minimum Grade of D and CA 340 Minimum Grade of D.
- CA 358 Digit Comp, Animation & Graph** 3 cr
This course will introduce the basics of digital special-effects, two-dimensional computer animation and two- and three-dimensional video graphics. Technology Fee.
Pre-requisite: CA 240 Minimum Grade of D and CA 340 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 370 Interm Reporting-Writing-W** 3 cr
Study of intermediate skills needed for reporting, evaluating, and writing news stories, with particular attention given to the reporting of public affairs issues. Vanguard practicum. Fee
Pre-requisite: (CA 220 Minimum Grade of C and EH 102 Minimum Grade of C).
- CA 371 Branding & Visual Messages** 3 cr
The focus of this course examines the understanding of how to build, measure and manage a brand from visual conception. Emphasis is on the visual aspects of brand management from the creative power of visual branding through research and visual strategy development and theories. Advanced areas of digital and/or print media are used in creative development and execution of persuasive and effective messages. Computer Fee.
Pre-requisite: CA 271 Minimum Grade of D.
- CA 381 Strategic Publication Design** 3 cr
Course focuses on the approaches of visual communication to strategically reach target audiences and meet an organization's mission, brand and communication specific goals. This involves the use of modern industry software tools to apply the concepts and techniques of basic design principles, color, typography, layout and graphics in the planning and development of publications and design pieces. Computer Fee.
Pre-requisite: CA 224 Minimum Grade of C and CA 321 Minimum Grade of D and CA 324 Minimum Grade of D. CA 321 and CA 324 can be taken concurrently with this course.
- CA 382 Photojournalism** 3 cr
The study of basic photography and the principles of still photography journalism, with particular emphasis on camera use, photo processing, visual aesthetics, and journalistic story-telling. Computer fee.

CA 383 Digital Photography 3 cr

Through this course students will develop a general understanding of the ability of photographic images to communicate concepts, ideas and emotion through creative photography. It will be a hands-on course, in which students will use digital cameras to produce photographs that achieve the desired message. Computer Fee.

CA 384 Account Management 3 cr

Students learn the account service function in an advertising agency. They develop an understanding of the account manager's role by focusing on the inter-relationships between the account manager, creative, media planners, and other agency specialists. Requires Junior or Senior standing. Computer fee.

Pre-requisite: CA 224 Minimum Grade of D.

CA 387 Magazine & Feature Writing-W 3 cr

A writing and reporting course focusing on advanced skills, including alternative structures for news stories. Designed to give students a broad overview of the magazine industry and its current trends with emphasis on newspaper and magazine feature writing. Fee.

Pre-requisite: (CA 220 Minimum Grade of C and EH 102 Minimum Grade of C).

CA 390 Special Topics - 1 TO 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. Fee.

CA 394 Dir St - 1 TO 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. Fee.

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). Fee.

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. Fee.

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. Fee.

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. Fee.

Pre-requisite: (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. Fee.

Pre-requisite: 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 440 Adv Video Field Production 3 cr

Theory and practice of television production. Concentrates on exploring and understanding the concepts and technology involved in advanced video production for a variety of applications including commercial, corporate, and community outlets. Culminating experience for digital cinema & television students. Fee.

Pre-requisite: CA 340 Minimum Grade of D.

CA 441 Adv TV Studio Production 3 cr

Advanced theory and practice of television production. Concentrates on exploring the advanced uses of television in varied contexts, including corporate, community, and broadcasting applications. Fee

Pre-requisite: CA 341 Minimum Grade of D.

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. Fee.

- 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. Fee.
Pre-requisite: CA 101 Minimum Grade of D.
- CA 450 Adv Broadcast News** 3 cr
This is an advanced course in broadcast news reporting and production. Students will have hands-on practice in a newsroom situation. Fee.
Co-requisite: CA 451
Pre-requisite: CA 350 Minimum Grade of C.
- CA 452 The News Documentary** 3 cr
This course gives students experience in producing short documentaries for the media. Students will produce their own documentary with the intent of entering the finished product in student competitions. Culminating experience for broadcast journalism students. Fee.
Pre-requisite: CA 450 Minimum Grade of C.
- 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. Fee.
- CA 454 TV News Production** 3 cr
This course is designed to give upper level Broadcast Journalism students hands-on experience creating a weekly television news program. Students will gain additional experience in news production and TV news programming. Students will report, produce and announce the news on the Jag-TV station.
Pre-requisite: CA 350 Minimum Grade of C and CA 450 Minimum Grade of C. CA 450 can be taken concurrently with this course.
- 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. Fee.
- 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.
Pre-requisite: (PSC 130 or CA 100 or CA 101).
- 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 470 Strategic Communication** 3 cr
Digital media play a key role in campaigns and the daily work of marketing, advertising and public relations professionals. This course integrates the growing research in the area of digital media practices and focuses on engagement, listening and analytics. Fee.
Pre-requisite: CA 224 Minimum Grade of C and CA 300 Minimum Grade of C and CA 321 Minimum Grade of C.
- CA 471 Prof & Creative Portfolio** 3 cr
This course focuses on how to conceptualize and develop a professional and creative portfolio by creating a campaign spanning digital mass communication. Students examine the advertising creative industry from the perspectives of the media designer, freelancer, and entrepreneur while centering on the tools, techniques, principles, methods, strategies and practical skills needed to build an inspired portfolio. Computer Fee.
Pre-requisite: CA 371 Minimum Grade of D.
- CA 472 Enterprise Reporting** 3 cr
Advanced study of news reporting and presentation techniques including investigative reporting. Students concentrating in print will produce a professional-quality print project. Culminating experience for print journalism students who take this course. Computer fee.
Pre-requisite: CA 370 Minimum Grade of D. CA 370 can be taken concurrently with this course.
- CA 474 Consumer Sales Promotion** 3 cr
This course explores the role, function, planning and implementation of sales promotion in the brand communication process. Topics include contests, coupons, price discounts, sampling, and sweepstakes as well as the legal regulation of sales promotions. Computer Fee.
Pre-requisite: CA 224 Minimum Grade of D.
- CA 475 Comm-Group Processes** 3 cr
The nature of small group processes. Leadership, communication, and decision making in small groups. Fee.
- CA 481 Opinion Writing - W** 3 cr
An examination of the editorial and other opinion and persuasive communications used by the print and electronic media. Computer fee.
Pre-requisite: (EH 102 Minimum Grade of C or EH 105 Minimum Grade of C) and (CA 220 Minimum Grade of C or CA 280 Minimum Grade of D).

CA 482 Multi-Media Story Telling 3 cr

This course will teach the basics of creating a professional-quality journalism story for the Web using multimedia techniques. We also explore how multimedia and interactivity are changing the communication experience for communication practitioners as well as for their audiences. Culminating experience for print journalism students who take this course. Technology Fee.

Pre-requisite: CA 260 Minimum Grade of D and CA 350 Minimum Grade of D and CA 382 Minimum Grade of D. CA 260 and CA 350 and CA 382 can be taken concurrently with this course.

CA 485 Cases in Strategic Comm 3 cr

Students study how strategic communication campaigns in the advertising and public relations fields have developed opportunities, strengthen relationships and solved problems through research, planning, communication, and evaluation. Using the case study approach, cases focus on strategic management, planning, decision-making and policy formation of the integration of strategies and tactics. Fee.

Pre-requisite: CA 300 Minimum Grade of D and CA 324 Minimum Grade of D. CA 300 and CA 324 can be taken concurrently with this course.

CA 486 Strategic Campaigns 3 cr

Students apply strategies and techniques in executing a professional strategic communication campaign for a corporate, nonprofit, association and/or government client. This involves research, audience analysis, objectives, tactics, planning, messaging, media strategies, communication, creative development, budgeting and evaluation. Fee.

Pre-requisite: CA 321 Minimum Grade of D and CA 271 Minimum Grade of D and CA 485 Minimum Grade of D.

CA 487 Tideline Agency 3 cr

This course allows students to execute strategic communication plans and creative materials for multimedia advertising and public relations campaigns for select clients in an agency setting. Students will learn and apply basic concepts involved in a working ad agency startup. Requires a minimum overall GPA of 3.0 and instructor permission. Technology fee.

CA 490 Special Topics 1 TO 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. Fee.

CA 492 Seminar - 1 TO 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. Fee.

CA 494 Directed Studies 1 TO 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. Fee.

CA 496 Prof Studies - Internship 1 TO 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. Fee.

CA 499 Senior Honors Project - H 3 TO 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. Fee.

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. Pre-requisite: CA 500 Minimum Grade of B. CA 500 can be taken concurrently with this course.

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. Fee. Pre-requisite: CA 500 Minimum Grade of B. CA 500 can be taken concurrently with this course.

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. Pre-requisite: CA 500 Minimum Grade of B. CA 500 can be taken concurrently with this course.

- 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. Fee.
Pre-requisite: CA 500 . CA 500 can be taken concurrently with this course.
- 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. Fee.
Pre-requisite: CA 500 . CA 500 can be taken concurrently with this course.
- 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. Fee.
Pre-requisite: CA 500 Minimum Grade of B. CA 500 can be taken concurrently with this course.
- 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. Fee.
Pre-requisite: CA 500 . CA 500 can be taken concurrently with this course.
- 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. Fee.
Pre-requisite: CA 500 . CA 500 can be taken concurrently with this course.
- 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. Fee.
Pre-requisite: CA 500 . CA 500 can be taken concurrently with this course.
- 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. Fee.
Pre-requisite: CA 500 . CA 500 can be taken concurrently with this course.
- 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. Fee.
Pre-requisite: CA 500 Minimum Grade of B. CA 500 can be taken concurrently with this course.
- 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. Fee.
Pre-requisite: CA 500 . CA 500 can be taken concurrently with this course.
- 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. Fee.
Pre-requisite: CA 500 Minimum Grade of B. CA 500 can be taken concurrently with this course.
- 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. Fee.
Pre-requisite: CA 500 . CA 500 can be taken concurrently with this course.
- CA 560 Digital Communication** 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.
Pre-requisite: CA 500 Minimum Grade of B. CA 500 can be taken concurrently with this course.
- 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.
Pre-requisite: CA 500 Minimum Grade of C. CA 500 can be taken concurrently with this course.

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. Fee.

Pre-requisite: CA 500 Minimum Grade of B. CA 500 can be taken concurrently with this course.

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. Fee.

Pre-requisite: CA 500 Minimum Grade of B. CA 500 can be taken concurrently with this course.

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.

Pre-requisite: CA 500 Minimum Grade of C. CA 500 can be taken concurrently with this course.

CA 585 Strat Comm Crisis Mgmt 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. Fee.

Pre-requisite: CA 500 Minimum Grade of B. CA 500 can be taken concurrently with this course.

CA 590 Sp Top in Comm - 1 TO 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. Fee.

Pre-requisite: CA 500 Minimum Grade of B. CA 500 can be taken concurrently with this course.

CA 592 Seminar in Comm Theory 1 TO 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. Fee.

Pre-requisite: CA 500 . CA 500 can be taken concurrently with this course.

CA 594 Dir St in Communication - 1 TO 3 cr

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

CA 595 Project in Communication 1 TO 3 cr

Work on a significant communication problem within the student's area of specialization. Project will involve analysis of the problem, development of significant communication theory applications, and administration of the solution suggested by the analysis. Project will be designed in consultation with the major advisor and approved by the student's project committee. A maximum of three hours of CA 595 may be applied to the student's degree.

CA 599 Thesis 1 TO 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

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