

COMMUNICATION STUDIES

Lyons Hall 314 -- 888-2115

<http://www.canisius.edu/comm>

Students in the Communication Studies major can concentrate in Journalism and Media Studies, Advertising and Public Relations, Interpersonal and Organizational Communication, or some combination of these areas. The department works with the Women's Studies and Fine Arts programs, and Communication Studies courses make up part of the minor in Child, Families, and Community Studies. The department also offers another undergraduate degree in Digital Media Arts (see separate entry in this Advisement Guide). Details concerning courses, concentrations, degree requirements, dual majors, internships, communication-related clubs and our Master's program in Communication and Leadership, as well as a faculty directory, are all provided in our "Advisement Handbook" available in the department office, LY 314, as well as on the department's website for Communication Studies: www.canisius.edu/comm.

Advisement

In order to register for the Fall 2009 courses, students need to meet with their advisors to discuss the proposed classes and receive a PIN number. This should be done at least a week before the opening of the student's registration window.

Student advisors are listed in a number of places: 1) On a master list in the hallway near Lyons 314; 2) on the professor's door; and 3) on the department's web site (click on "students"). For general queries, please contact the department chair, Dr. Barbara Irwin (irwin@canisius.edu).

Communication Studies majors are encouraged to register for at least one of the required courses (COM 201-206) each semester until they have completed these courses. COM 204, COM 205, COM 304, COM 350, and DMA 202 are designated as Field 5 - Social Sciences - in the college core. DMA 203 is designated as Field 3 - Arts - in the college core.

Communication Studies Course Offerings for Fall 2009

Required Courses

COM 201	Oral Communication	COM 204	Interpersonal Communication
COM 202	Communication Theory	COM 205	Mass Communication & Society
COM 203	Writing for the Public Media	COM 206	Research Methods

Elective Courses

COM 302	Small Group Communication	COM 353	Advertising Account Strategy
COM 311	Principles of Advertising	COM 361	Intro to TV Production
COM 312	Public Relations Principles & Practices	COM 366	Broadcast Journalism
COM 318	Organizational Communication	COM 374	Film History
COM 322	Feature/Magazine Writing	DMA 201	Intro to Digital Media
COM 325	Media Literacy *	DMA 202	Digital Media Culture
COM 350	Health Communication	DMA 205	Digital Graphics
COM 351	Media Ethics	FAS 140	Intro to Still Photography
		FAS 141	Digital Photography

* = Service Learning course

FAS and DMA courses above = COM electives

(For days and times of these courses, please refer to listings on the college's web site.)

Facilities

Up-to-date software and computers are available to students in four labs in Lyons Hall. There also are digital video editing stations, an audio/music production studio and a television studio/control room on the 4th floor of Lyons Hall.

Internships

Qualified junior and senior majors may apply for an internship. For further information, please refer to the handbook, the web site and/or Dr. Barbara Irwin, director of the internship program.

Fall 2009 Course Descriptions: COM Electives

COM 302 Small Group Communication

Dr. Charles Wigley

Creative problem solving is often used in small groups. Learn how small groups form, develop, and use creative processes. Investigate the question, "do groups have their own personalities?" Study group pressure, risk taking, conformity, cohesiveness, consensus and voting principles & processes.

COM 311 Principles of Advertising

Dr. John Dahlberg

One way or another, we all deal with advertising. In some ways we're all experts; we hum jingles, remember tag lines, buy based on information we get from ads, clip coupons and look for sales. We'll look behind how all this stuff we see on TV, in magazines, on the radio, in newspapers, on bus cards or through the Internet comes to be. And why it comes to be.

COM 312 Public Relations: Principles and Practices

Dr. Catherine Foster

Public Relations is a strategic management function in organizations. Learn the process, from simple publicity to meaningful two-way symmetrical communications in this course.

COM 318 Organizational Communication**Dr. Charles Wigley**

Organize! Communication is the lifeblood of modern organizations. Find out how and why by examining the organizational communication in modern day settings such as NASA! You will, probably, work for a company, would it be good to know how communication operates (or fails!) in business settings?

COM 322 Feature/Magazine Writing**Dr. Barry Berlin**

The emphasis in this course will be on writing true short stories about people and things. Develop a nose for story ideas. Hone your interviewing skills and non-fiction writing skills. Introduction to magazine article writing: Learn the techniques and structure of feature and magazine articles. Study, admire and delve into the anatomy and soul of memorable pieces. Pay homage to the glory years when New Journalism techniques injected feature writing with an energy and relevance that continue to influence today's professional journalism world. Develop two major articles as well as smaller writing assignment, most of which will relate to the two major articles.

COM 325 Media Literacy**Dr. Barbara Irwin**

Focuses on theoretical approaches and practical skills enabling students to analyze, think critically, and produce effective mediated messages in a variety of formats and specialized content areas. As a Service Learning course connected to the Canisius College Video Institute, we will take on real-world projects to benefit community agencies. You will leave with a strong portfolio piece, as well as a sense that your work will make a difference to others in the community. Also a DMA elective.

COM 350 Health Communication**Dr. Melissa Wanzer**

Do you plan on pursuing a career in the health care field or visiting a health care professional in the future? Learn more about health communication from both provider and patient perspectives.

COM 351 Media Ethics**Dr. Barry Berlin**

This course will explore ethics across mass media disciplines, through the work of professional communicators—journalists, broadcasters, advertising and public relations people, as well as the new cyber-communicators. Will seek to develop the practices of making crucial media decisions based on principles and idealism, rather than on convenience.

COM 353 Advertising Media Strategies**Mr. Rick English**

This course is designed for those who need to understand the interplay of marketing issues and advertising account and media skills, including integrated marketing strategic plans, media plans, budgeting and scheduling. Account management and media strategy are critical components of marketing and communications. We'll cover the practical aspects of planning, client-agency relationships, functioning effectively in a creative environment, working with media outlets and start to learn how to develop an integrated marketing communications program. We'll look at the different disciplines within the industry and show how they all work as a team.

COM 361 Intro to TV Production**Mr. Jamie O'Neil**

A technical and creative overview of television production. This course introduces students to the basics of TV studio equipment, crewmember responsibilities and the structure of both live and pre-recorded television programs. Learn camera operation, sound recording, lighting, switching, computer-based video editing and take a shot at directing your own TV show pilot. Examine both the technical and creative processes involved in studio-based production. Learn scripting, lighting, multi-camera set-up, floor directing, switching, audio and directing. Also a DMA Elective.

COM 366 Broadcast Journalism**Ms. Claudine Ewing**

Explore the ever-changing and highly competitive inner-workings of a newsroom and broadcast news department. Become part of your own news team by learning the process of writing and reporting news. Take advantage of this opportunity to enhance your electronic news-gathering skills. TV and radio production values will be discussed.

COM 374 Film History**Dr. Geraldine Bard**

Students who are interested in film professionally or personally will be invited to view sequences illustrating the development of the motion picture from 1894, with the release of Fred Otta's Sneeze, through 1941, with the release of Citizen Kane. The goal of this course is to introduce students to the historical development of film as an art form and medium of entertainment. Learn the development of filmmaking and cinema art from 1895 through WWII by studying, viewing, and discussing classic silent and sound pictures from Hollywood and abroad. Also a DMA elective.

DMA 201 Introduction to Digital Media

Introduces the fundamentals of digital systems and technologies through class lecture and hands-on approaches. Software and hardware used for web design, multimedia, video production, graphics and audio production.

DMA 202 Digital Media Culture

Familiarize yourself with the current cultural approaches to understanding digital media and the impact these media have in personal lives as well as in community, cultural, social, institutional and organizational lives. Explore the ways in which digital media transform communication, expression, social organization and cognition.

DMA 205 Digital Graphics

Examine digital graphics and how they are created and used in web designs, multimedia and desktop publishing. Software packages like Adobe Photoshop and Illustrator will be used.

FAS 140 Introduction to Still Photography

Basic techniques of photography explored through the use of 35mm cameras and film. Emphasis on the development of black and-white film and the visualization process of taking pictures.

Prerequisite: 35mm camera with manual controls.

FAS 141 Digital Photography

Reviews basic photo skills and handling of film and digital cameras. Scanning film and prints and manipulation of images in Photoshop are all concerns as students develop a personal aesthetic and portfolio. Prerequisites: Intro Photo (FAS 114) or approval of instructor, digital camera.