

# COMMUNICATIONS (COM)

## COM 500 Selected Topics (1-6 Credits)

### *Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

## COM 505 Communications Law for Journalists (3 Credits)

### *Public Communications*

Survey of communications law emphasizing First Amendment issues: libel, privacy, confidentiality, access to information, etc. for journalists. Students may not receive credit for more than one of the following: COM 505, 506, 507, 509.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

## COM 506 Communications Law for Television, Radio, Film (3 Credits)

### *Public Communications*

Survey of communications law emphasizing First Amendment and regulatory law as they pertain to television, radio, film. Students may not receive credit for more than one of the following: COM 505, 506, 507, 509. Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

## COM 507 Communications Law for Advertising and Public Relations (3 Credits)

### *Public Communications*

Survey of communications law emphasizing applications to advertising and public relations. Students may not receive credit for more than one of the following: COM 505, 506, 507, 509.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

## COM 509 Communications Law for Public Communicators (3 Credits)

### *Public Communications*

The course covers the First Amendment; systems of media regulation; corporate speech and election-related speech; commercial speech (advertising regulation); defamation; privacy; access to places, documents and meetings; reporter/source confidentiality; and intellectual property. Students may not receive credit for more than one of the following: COM 505, 506, 507, 509.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

## COM 527 International Communications (3 Credits)

### *Public Communications*

Communication of news and opinion among nations and under varying types of social, political, and economic systems. Roles of mass media, news agencies, governments, and communications systems. Offered at SU Abroad Centers in London and Strasbourg.

## COM 580 International Course (1-12 Credits)

### *Public Communications*

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

## COM 600 Selected Topics (1-6 Credits)

### *Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

## COM 601 Research Project Design (3 Credits)

### *Public Communications*

All aspects of designing academic or applied research projects. Students write proposals that include introductory, literature review, and methodology chapters. Practical matters associated with successful completion of a significant research project.

## COM 602 Introduction to Digital Communications (3 Credits)

### *Public Communications*

This course will examine the evolving nature of digital communications as it relates to the media. Students will evaluate the use and impact on the creation, dissemination and consumption of news and information.

## COM 605 Quantitative Methods for Mass Communications Research (3 Credits)

### *Public Communications*

Philosophical and practical implications of quantitative research. Application of survey research, experiments and content analysis to mass communications research. Statistical analysis and use of statistical software. Students conduct primary research.

## COM 606 Qualitative Methods for Mass Communications Research (3 Credits)

### *Public Communications*

Philosophical and practical implications of qualitative research. Application of textual analysis, in-depth interviews, and focus groups to mass communications research. Analysis of qualitative data and writing of research results. Students conduct primary research.

## COM 617 Multimedia Storytelling (3 Credits)

### *Public Communications*

Students write and produce short fiction and non-fiction video stories using digital media. Emphasis on storytelling and story structures. Projects will be incorporated into websites and promoted with social media.

## COM 627 Social Media for Communicators (3 Credits)

### *Public Communications*

Course examines strategic use of digital and social media platforms and tools for professional communication purposes, with emphasis on hands-on experience and skill. Students learn to analyze social media for communication industries.

## COM 628 Social Media Strategy and Practice (3 Credits)

### *Public Communications*

This course will examine communications theories and their professional application to social media. Students will gain hands-on experience and learn best practices and strategies for how to stay on top of the ever-changing digital landscape.

## COM 629 Advanced Social Media Strategy (3 Credits)

### *Public Communications*

Students will use the latest in social media analytics technologies to analyze data to create managerial-level communications strategy while learning best practices in digital-team management.

**COM 630 Topics in Digital Media Content Strategies (3 Credits)***Public Communications*

Double-numbered with COM 430

Students will develop skills that enhance a digital media property's social media and distributed content. Leading media properties such as BuzzFeed will rotate by section as industry partner. Additional work is required of graduate students.

**COM 637 Historical Methods in Mass Media (3 Credits)***Public Communications*

Seminar in media problems explored via qualitative-historiographic research techniques. For students writing theses, planning for research and teaching, or planning specialized careers in investigative reporting.

**COM 643 Diversity, Incl & Lead in Comm (3 Credits)***Public Communications*

Provide students with the tools to analytically and critically examine the forces which make the pursuit of diversity and inclusion difficult, and to design strategies to be more effective as a leader for inclusion in organizations.

**COM 646 Media and Diversity (3 Credits)***Public Communications*

Analysis of contemporary media processes as they relate to race, ethnicity, class, gender, and sexual orientation.

**COM 647 Applied Media Research (3 Credits)***Public Communications*

Application of communications research techniques to specific problems of broadcasting, advertising, newspapers, magazines, and public relations. Individual and group projects.

**COM 670 Experience Credit (1-6 Credits)***Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

**COM 680 International Course (1-12 Credits)***Public Communications*

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

**COM 688 Origins of Contemporary Media Issues (3 Credits)***Public Communications*

Historic origins and development of current issues in mass communications, involving the structure and function of the media.

**COM 690 Independent Study (1-6 Credits)***Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

**COM 697 Advertising & Public Relations Law (3 Credits)***Public Communications*

Students will learn the fundamental cases and laws that apply to the advertising and public relations fields. Topics include First Amendment, corporate speech, intellectual property, defamation and advertising regulation.

**COM 698 Media Law (3 Credits)***Public Communications*

Problems in media law, including libel, privacy, fair trial/free press, obscenity.

**COM 700 Selected Topics (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

**COM 701 Proseminar for Graduate Study (0 Credits)***Public Communications*

Required for all first-year Ph.D. and Media Studies Master's students. Topics to include academic integrity, research resources, major communication organizations and journals, and faculty research. Specific focus to vary annually.

**COM 740 Topics in Research Communication (3 Credits)***Public Communications*

Problems that grow out of experiences of professional workers in communications, or problems that will prepare students for work in highly specialized fields. Particularly for students who have had NEW 615. Repeatable 2 times for 6 credits maximum

**COM 755 Communications Theory (3 Credits)***Public Communications*

Application of information theory to mass communications problems. Nature of the communications process in groups and between mass media and audiences. Contribution of theoretical concepts to solving specific problems.

**COM 777 Seminar in Media Effects (3 Credits)***Public Communications*

Course examines research and theory on media effects as well as problems associated with conducting effects research. Focus is primarily on social scientific approaches to media effects. Students are expected to conduct original research.

Advisory recommendation Prereq: COM 605 and COM 755

**COM 788 Theories of Media Content (3 Credits)***Public Communications*

Influences on media content over five levels of analysis: individual, media routines, organizational, social institutions, and social systems. Seminar participants are responsible for leading discussions and writing a theoretical paper.

**COM 800 Selected Topics (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

**COM 806 Survey Research Methods (3 Credits)***Public Communications*

Seminar provides hands-on experience with online surveys and discussion of other survey methods. Students design their research studies, using data collected from the common survey, and write quantitative research papers.

**COM 807 Content Analysis Research Methods (3 Credits)***Public Communications*

Quantitative content analysis designs and methods. Students are required to propose and complete a quantitative research paper. Students are encouraged to submit their papers to academic conferences.

**COM 815 Statistics for Communication Research I (3 Credits)***Public Communications*

Principles of quantitative statistical analyses commonly used in communications research, including the logic and theory of frequentist approaches to data analysis.

Advisory recommendation Prereq: COM 815

**COM 816 Statistics for Communication Research II (3 Credits)***Public Communications*

Advanced quantitative statistical analyses used in communications research, including how to work with ¿non-normal¿ data, equivalence testing and power analyses, internal consistency measures, and advanced regression and ANOVA techniques.

**COM 890 Independent Study (1-6 Credits)***Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

**COM 970 Experience Credit (1-6 Credits)***Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

**COM 990 Readings: Doctorate (1-6 Credits)***Public Communications*

Undifferentiated program for individualized study for students working for doctorate.

Repeatable 2 times for 12 credits maximum

**COM 997 Masters Thesis (1-6 Credits)***Public Communications*

Repeatable

**COM 999 Dissertation (1-18 Credits)***Public Communications*

Repeatable 18 times for 18 credits maximum