

DEPARTMENT OF COMMUNICATION

(330) 941-3631

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Mission Statement

Department of Communication faculty maintain high standards in teaching, research, and service. Department of Communication faculty members are productive scholars in the discipline, staying abreast of technological and theoretical developments. These advancements are brought into the classroom to foster students' ability to communicate competently using traditional and mediated channels. Students are introduced to the most recent and relevant communication theory, research, and technological skills through practical activities in mediated, interpersonal, public, and professional contexts that serve students' long-term goals, promote the university, and serve the larger Youngstown community.

Department Overview

The Department of Communication houses three Bachelor of Arts (B.A.) degree programs and one Master of Arts (M.A.) degree program:

- Communication Studies, B.A. (p. 1)
- Journalism, B.A. (p. 2)
- Telecommunication Studies, B.A. (p. 2)
- Professional Communication, M.A. (<https://catalog.ysu.edu/graduate/graduate-programs/ma-interdisciplinary-communication>) (the graduate program is a multidisciplinary graduate program with courses in communication, marketing, and professional and technical writing; the M.A. degree requires 32 hours and may be completed in 18 months)

In addition to completing general education and major courses within specific programs, students are required to complete a minor. B.A. degrees may be earned in four years (eight semesters) if a student averages 15 to 16 hours per semester, and in three years (six semesters) if a student averages 18 to 21 hours per semester or summer.

Department of Communication students find many outlets to build on the skills they learn in and out of the classroom. For example, Lambda Pi Eta, a communication honorary society, recognizes our outstanding students and provides opportunities for greater involvement and leadership within the field of communication. Opportunities for active involvement in media production and programming exist with YSU Athletics (<http://www.ysusports.com>) (NCAA D1 sports productions), Penguin Rundown (<https://www.facebook.com/Penguinrundown>) (weekly sports web show), *The Jambar* (YSU's student newspaper), Light the Wick (<https://www.youtube.com/channel/UCPSmcPPEDs-YwLMVZDb1AcA>) (arts-based web show), Rookery Radio (<http://www.rookeryradio.com>) (YSU's first-ever, internet-only, student-run radio station), and starting in the Fall 2019, Jambar TV.

Our full- and part-time faculty are more than teachers and professors. They are mentors and motivators. Many come with experience from various communication- and media-related industries (e.g., *The Vindicator*, *Cleveland Plain Dealer*, ESPN (<http://espn.go.com>), WFMJ (<http://www.wfmj.com>), WKBN (<http://www.wkbn.com>), WYTV (<http://www.wyvtv.com>), NewsRadio 570AM (<http://570wkbn.iheart.com>), *The Business Journal* (<https://businessjournaldaily.com>)). They are active practitioners engaged in their disciplines. Most of our faculty have interest in the study of mass media and new media, but other research interests include argumentation and rhetoric,

group and organizational communication, interpersonal and intercultural communication.

The department's home office is located in Bliss Hall within the Cliffe College of Creative Arts & Communication. Here, you will find 400+ students majoring and minoring in Department programs, and faculty and administrators with a warm and cheerful environment that put students first. Our facilities include smart classrooms, audio and video labs, media labs, and a full-HD television studio. After completing \$1.25 million in renovations in the Fall 2017, we opened our new classroom spaces on the first floor of Meshel Hall (two Mac labs with Adobe Creative Cloud, speech labs, team innovation classroom, WebEx "Classroom of the Future," etc.). In the Fall 2019, we open our new Constantini Media Center on the east side of Stambaugh Stadium to support our growing sports media programs.

For more information about the department, including meeting with a faculty member who will help you prepare for the future, contact the department office at (330) 941-3631 or email our department administrative assistant, Ms. Shannon Pope, at skpope@ysu.edu. The department office is located in Bliss Hall, Room 2000.

Programs

Communication Studies, B.A.

Courses in this B.A. degree program provide students with the necessary communication skills for an evolving global marketplace and future career demands. The Communication Studies program deals, in part, with people in conversations in settings that are usually face-to-face, but that are increasingly becoming mediated (such as computer-mediated). Public speaking, media and public relations, persuasion, conflict management, social media, and gender communication are some of the areas students examine in this major. Courses touch on a wide variety of areas including social and political movements, the process of legislation, or new media communication.

Program Tracks

Tracks in the B.A. in Communication Studies include:

- **Interpersonal/Organizational track**
- **Media track**
- **Persuasion track**
- **Social Media track**

Communication Studies courses address the universal emphasis placed on effective, competent communication skills by employers and recruiters. The core curriculum of 18 credit hours includes courses covering these communication skills. The curriculum is then divided into four unique tracks to better prepare students for a particular career. Each of the tracks is described below. The overriding goal of each track is to challenge each student to explore and apply the many forms of communication:

- Human resources or management careers in profit or nonprofit organizations, or those looking for a general, all-encompassing communication degree, should consider the **interpersonal/organizational track**.
- A career path in media management, media criticism, or public relations and advertising should choose the **media track**.
- Careers in pharmaceutical sales, industrial sales, retail and corporate sales, politics, or law (including law school) should choose the **persuasion track**.
- Our newest curricular offering focuses on social media management, marketing, literacy, communication, and campaigning. Students interested in these new media options should choose the **social media track**.

Students completing their degree in communication studies are uniquely qualified to enter the job market and compete effectively throughout their careers for advancement and promotion.

Through course offerings and applied learning experiences, the communication studies program combines a rich liberal arts emphasis with a much needed specialized professional and career focus for undergraduate students.

Admission Policy for Communication Studies

To major in communication studies, entering freshmen may simply declare a communication studies major. Transfer students must have a GPA of 2.00 and be in "good academic standing." Students are expected to meet with an advisor prior to registration and are encouraged to meet with an advisor when they have questions or concerns, and to monitor progress.

Journalism, B.A.

The B.A. in Journalism curriculum is divided into three unique tracks to better prepare for particular careers:

- **Journalism Studies track**
- **Broadcast and Digital Media track**
- **Sports Information and Media track**

Information is power. Society must have professionals who can supply people with the information they need to make decisions about their lives and their futures. At Youngstown State University, we believe in the importance of journalism to society and to democracy. We believe that journalists have the power to shape the world.

Guided by this philosophy, YSU's journalism major gives you a balance of practical and theoretical experience. We teach you to ask tough questions, to uncover and interpret information, to write leads, to conduct interviews, and to work with technologies to deliver the news in multiple platforms from print to broadcast to podcast. We also encourage you to think critically about the stories you report and the impact they will have on communities and society in general.

The journalism program trains students for entry-level positions in reporting, editing, and newspaper design. The curriculum is a blend of courses that support this goal, such as news reporting, editorial and opinion writing, feature writing, editing and design for newspapers, a journalism practicum (journalism workshop) in which students write for the student newspaper, and courses designed to enhance editing, writing and publishing skills. Journalism majors are encouraged to declare minors that support their specific career objectives, such as public relations, photography, political science, telecommunications, or art/design.

Why Journalism?

There has never been a better time to study journalism.

With the explosion of available information, people now need and want credible information. They need what journalists do and there are more venues now than at any other point in history for how to disseminate that information.

Be prepared. This is not the journalism of yesterday. While still loyal to the basic principles of giving people accurate and reliable information that they need to make decisions about their lives, journalism has changed in how news is delivered.

Ink and newsprint are virtually obsolete. Instead, you will be telling stories with video cameras and still cameras and you will be getting story tips from readers and linking to other people's reporting. The world of modern journalism is all about innovation and entrepreneurial spirit.

Why Journalism at YSU

At Youngstown State University, we understand the importance of journalism in society.

With a hands-on teaching philosophy and a strong belief in practical experience, YSU journalism instructors train students for careers in journalism. We also train students to be entrepreneurial in their thinking about how to

apply their journalistic skills. From the basics of news judgment to more sophisticated ethical decisions, YSU journalism majors graduate with the skills to land jobs, build careers and most importantly, report important stories in all media platforms.

We keep close watch on trends in the industry and are always eager for ways to integrate new ideas and technologies into what we teach. We are also deeply committed to innovation and experimentation. We work hard to help our students gain professional experience and routinely help them get their work broadcast or published by local, state and national media.

Reporters and editors from numerous legacy and new media organizations, from *The Vindicator* and *The New York Times* to ProPublica and WFMJ Television, offer us regular feedback about our program and what we need to be offering students.

Admission Policy for journalism

To major in journalism, entering freshmen may simply declare a journalism major. Transfer students must have a GPA of 2.00 and be in "good academic standing." Students are expected to meet with an advisor prior to registration and are encouraged to meet with an advisor when they have questions or concerns, and to monitor progress.

Telecommunication Studies, B.A.

Tracks are clusters of required and elective courses within your major to develop a specific focus of study or a particular set of media skills. There are two tracks in the B.A. degree program in telecommunication studies:

- **Media Arts track**
- **Sports Broadcasting track**

Telecommunication Studies (TCOM) at YSU is a dynamic, cutting edge baccalaureate program comprising about 125 majors and 12 full- and part-time faculty. We focus on the messages that bombard us every day – through advertising, television and film, news, the internet, magazines, friends, family and more. We study how to make those messages, how to package and distribute them, and how to profit from them.

Our program addresses human communication that passes through some medium such as television, radio or the Internet. For example, in this area, students may study how the internet impacts traditional forms of broadcast media (i.e., radio, television). Students learn about early stages of the field, as well as contemporary combinations of telecasting through the Internet. Courses in the TCOM curriculum provide students with an in-depth knowledge and intellectual challenge in electronic communication. Students receive practical orientation to the skills and techniques of broadcasting. Students explore contemporary theories and problems which are central to media, as well as examine new communication media.

From a liberal arts perspective, the TCOM curriculum is designed to aid the student in pursuit of careers not only in broadcasting but also in recently expanding avenues of communication such as non-commercial broadcasting, corporate communication, industrial communication, cablecasting, and independent production. Internships are available in media organizations to students of superior academic achievement.

Program Tracks

Your degree program will comprise several clusters of requirements:

General Education, which helps you learn the core knowledge for a college education and to master the skills you'll need to be effective in learning at advanced levels.

Major and Minor, where you develop mastery of your main interest areas. Also, you study at levels far above that in any other course area.

You'll find two types of courses in your major. Some are regular classroom courses where you develop your intellectual knowledge and skill. Others are **applied or studio courses** that help you master your

media performance, production or business skills. As noted above, there are two tracks in the B.A. degree program in telecommunication studies: Media Arts and Sports Broadcasting. Students select one of those two tracks after completing Pre-Telecommunication Studies requirements (see Admission Policy below).

Admission Policy for teleCommunication Studies

Students who declare an intent to major in telecommunication studies, whether on the media arts track or sports broadcasting track, will be assigned to the "Pre-Telecommunication" (Pre-TCOM) category. To become a Pre-TCOM major, entering freshmen may simply declare a Pre-TCOM major. Transfer students must have a GPA of 2.00 and be in "good academic standing."

Upon completion of 15 semester hours while in the Pre-TCOM category, and completion of ENGL 1550, TCOM 1570 OR 1580, and TCOM 1581 (with grades of A or B in all three), students will be reassigned to the "Telecommunication Studies" (TCOM) category and track of choice (media arts OR sports broadcasting).

Students may transfer to the Pre-TCOM, but not TCOM, category from another program at YSU or from another institution. Students who have completed associate- or bachelor-level degrees also may enter the Pre-TCOM, but not TCOM, category. Upon completion of 15 semester hours while in the Pre-TCOM category and completion of ENGL 1550, TCOM 1570 OR 1580, and TCOM 1581 (with grades of "A" or "B" in all three), students will be reassigned to the TCOM category.

Students who have interrupted their attendance at YSU for three consecutive semesters or more will be assigned to the Pre-TCOM category upon return (even if the student was a TCOM major). After completion of 15 semester hours while in the Pre-TCOM category, and completion of ENGL 1550, TCOM 1570 OR 1580, and TCOM 1581 (with grades of "A" or "B" in all three), students will be reassigned to the TCOM category.

Chair

Adam C. Earnheardt, Ph.D., Professor, Chair

Professor

Shelley Blundell, Ph.D., Assistant Professor

Amy Graban Crawford, Ph.D., Professor

Rebecca M. L. Curnalia, Ph.D., Professor

Mary Beth Earnheardt, Ph.D., Associate Professor

Guy Harrison, M.S., Assistant Professor

Walter T. Mathews, Ph.D., Associate Professor

Daniel J. O'Neill, Ph.D., Professor

Alfred W. Owens, Ph.D., Professor

Jeffrey L. Tyus, Ph.D., Associate Professor

Cary Wecht, Ph.D., Professor

Lecturer

David Davis, M.S., Lecturer

Paul Ditchey, M.Ed., Lecturer

Elyse Gessler, M.A., Lecturer

Max V. Grubb, Ph.D., Senior Lecturer

Jaietta Jackson, M.A., Senior Lecturer

Dorian Mermer, M.A., Senior Lecturer

Majors

• Bachelor of Arts in Communication Studies

- Social Media Track (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/ba-communication-studies-social-media-track>)
- Interpersonal/Organizational Track (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/ba-communication-studies-interpersonal-organizational-track>)
- Media Track (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/ba-communication-studies-media-track>)
- Persuasion Track (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/ba-communication-studies-persuasion-track>)

- Bachelor of Arts in Journalism (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/ba-journalism>)
- Bachelor of Arts in Journalism Broadcast and Digital Media Track (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/ba-journalism-broadcast-and-digital-media-track>)

• Bachelor of Arts in Telecommunication Studies

- Media Arts Track (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/ba-telecommunication-studies-classic-track>)
- Sports Broadcasting Track (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/ba-telecommunication-studies-sports-broadcasting-track>)

Minors

- Minor in Communicating in Diverse Organizations (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/minor-communicating-diverse-organizations>)
- Minor in Communication Studies (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/minor-communication-studies>)
- Minor in Interpersonal Communication (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/minor-interpersonal-communication>)
- Minor in Journalism Studies (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/minor-journalism>)
- Minor in Magazine and Specialty Reporting (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/minor-magazine-and-specialty-reporting>)
- Minor in Social Media Campaigns (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/minor-social-media-campaigns>)
- Minor in Sports Information (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/departments-communication/minor-sports-information>)

- Minor in Telecommunication Studies (<http://catalog.ysu.edu/archives/2019-2020/undergraduate/colleges-programs/college-creative-arts-communication/department-communication/minor-telecommunication-studies>)

CMST 1545 Communication Foundations 3 s.h.

Theories, strategies, and skills for competent participation in interpersonal, group, and public communication situations. Application exercises in interpersonal, group, and public communication.

Prereq.: Qualified to take ENGL 1550.

CMST 2600 Communication Theory 3 s.h.

The study of significant theories of communication that reflect the diversity of communication studies and address different communication contexts: interpersonal, group, public, organizational, and mass.

Gen Ed: Social Science.

CMST 2610 Intercultural Communication 3 s.h.

The study of key historical and contemporary theories that affect communication across cultural boundaries. Exercises for improving communication skills in intercultural communication situations are included.

Gen Ed: Domestic Diversity, Social and Personal Awareness.

CMST 2630 Social Media Literacy 3 s.h.

Analyze and evaluate social media communication in its variety of forms. Includes message evaluation, digital media curating, ethics and privacy.

CMST 2645 Presentational Speaking 3 s.h.

In-depth examination of the theory and practice of preparing and delivering presentations in today's work environment. Emphasis on using technology aids during presentations.

Prereq.: CMST 1545 or equivalent.

CMST 2650 Rhetoric of Film 3 s.h.

Conceptual examination and critical analyses of film including mythic, feminism, Marxist, auteur, genre, and rhetorical perspectives.

Prereq.: ENGL 1551.

CMST 2655 Communication in Groups and Organizations 3 s.h.

Introduction to theories and concepts relating to group and organizational communication effectiveness with practical career applications.

CMST 2656 Interpersonal Communication 3 s.h.

An examination of the skills necessary to develop, maintain, and evaluate one-to-one relationships. Through practical experiences from everyday life, the class examines what occurs when one person communicates with another.

CMST 3700 Designing Communication Research 3 s.h.

A study of the processes involved in designing both qualitative and quantitative communication research projects. Communication research design and implementation.

Prereq.: 15 s.h. of Communication Studies including CMST 2600, and ENGL 1551.

CMST 3717 Intro to Media Relations Campaigns 3 s.h.

An experiential, service-learning course in designing and implementing Media Relations campaigns.

Prereq.: CMST 1545.

CMST 3740 Social Media Communication 3 s.h.

Examination of applications and strategies for communicating through social media, including managing personal and professional social media messages, social media content development, and dissemination.

Prereq.: CMST 2630.

CMST 3745 Individual Studies 1-3 s.h.

Student selects a special problem or issue in communication to research in detail under the direction of a faculty member, pending department committee approval. Repeatable to 6 hrs.

Prereq.: Junior standing.

CMST 3750 Gender Communication 3 s.h.

Principal concepts and issues of gender and communication as they apply to identity, and communication within and between the genders in a variety of contexts.

Prereq.: CMST 1545.

CMST 3754 Argumentation 3 s.h.

Developing critical thinking through systematic evaluation of theories, principles, and practices of argumentation.

Prereq.: CMST 2600.

CMST 3756 Interviewing 3 s.h.

Theories of communication applied to interview situations with a special concern for developing student understanding of and skills needed to participate in one-to-one and panel interviews.

Prereq.: CMST 1545 and junior standing.

CMST 3757 Media Relations Writing 3 s.h.

A lecture-lab course in writing pamphlets, advertisements, newsletters, and websites for media relations campaigns.

Prereq.: ENGL 1551.

CMST 4850 Social Media Campaigns 3 s.h.

Integrated media campaign development using social media applications; theory and practice of social media campaign lifecycles including inception, implementation, and evaluation of client-based projects.

Prereq.: CMST 1545 and junior standing.

CMST 4851 New Communication Media 3 s.h.

New media histories, technologies, and cultures. Considers promising future forms, and includes issues of authorship, community, identity, interactivity, visuality, the nature and power of technology, intelligent systems, and artificial life.

Prereq.: CMST 2600 and junior standing.

CMST 4855 Interpersonal Communication Relationships 3 s.h.

Theories of relationship development, maintenance and termination. The impact of face-to-face and mediated communication on interpersonal relationships.

Prereq.: CMST 2600 and CMST 2656 and junior standing.

CMST 4859 Organizational Cultures 3 s.h.

Analysis of organizational cultures. Relationships between organizational culture and communication in modern organizations.

Prereq.: CMST 2655 and junior standing.

CMST 4879 Sports Communication Message Design 3 s.h.

Integrated media campaign development using theory and practice of communication. Students will explore lifecycles of sports information campaigns including inception, implementation, and evaluation of projects.

Prereq.: CMST 2600.

CMST 4896 Internship 3 s.h.

An application of communication theories and practice within organizational settings. Weekly meetings with faculty supervisor are required. Weekly field work is 15 hours. May be repeated to a maximum of 6 s.h.

Prereq.: CMST 2655, junior standing, major in Communication Studies, and approval of Internship Proposal form.

CMST 4898 Media Analysis 3 s.h.

Application of methods of analysis to describe and critique the content of various types of media, including new media, news media, and entertainment media. Emphasis on the relationship between media content, uses, and effects.

Prereq.: CMST 3700.

CMST 4899 Senior Project 3 s.h.

Synthesis of research, writing, and presentation skills through the completion of a communication research project and professional development activity. Repeatable to a maximum of 6 s.h. Grading is Traditional/PR.

Prereq.: Senior standing, major in Communication Studies, 24 s.h. of communication studies major complete, including CMST 3700 or CMST 3799.

Gen Ed: Capstone.

CMST 4899A Senior Project Qualitative 3 s.h.

Synthesis of research, writing, and presentation skills through the completion of a communication research project and professional development activity. Repeatable to a maximum of 6 s.h. Grading is Traditional/PR.

Prereq.: Senior standing, major in Communication Studies, 24 s.h. of communication studies major complete, including CMST 3700 or 3799.

CMST 4899B Senior Project Quantitative 3 s.h.

Synthesis of research, writing, and presentation skills through the completion of a communication research project and professional development activity. Repeatable to a maximum of 6 s.h. Grading is Traditional/PR.

Prereq.: Senior standing, major in Communication Studies, 24 s.h. of communication studies major complete, including CMST 3700 or 3799.

CMST 5852 Conflict Management and Negotiation 3 s.h.

An in-depth analysis of the theories and variables influencing conflict management, resolution, and negotiation. Includes strategies and skills for mediation and arbitration.

Prereq.: CMST 2600 or CMST 6900.

CMST 5860 Persuasion and New Media 3 s.h.

Introduction to persuasion theory and application of theory to new communication media.

Prereq.: CMST 2600 and CMST 3700 or graduate status.

CMST 5889 Theory of Sports and Communication 3 s.h.

CMST 5889. An overview of sports and communication, their symbiotic relationship and the social, cultural, and political impact of that relationship.

Prereq.: CMST 2600 or TCOM 1570 and senior standing; or graduate status; or permission of instructor.

CMST 5898 Seminar 3 s.h.

A cooperative exploration of topics in communication studies. May be repeated up to 6 s.h.

Prereq.: CMST 2600.

CMST 5898P Seminar Streaming Video and Content Creation 3 s.h.

A cooperative exploration of topics in communication studies. May be repeated up to 6 s.h.

Prereq.: CMST 2600.

CMST 6900 Introduction to Graduate Study 1 s.h.

Orientation to teaching, learning, and research in the communication discipline for new graduate students.

CMST 6945 Communication for the Classroom Teacher 3 s.h.

The study of communication theory and practice appropriate for the prospective classroom teacher. Theories and application exercises focus on interpersonal communication, group communication, and classroom speaking.

CMST 6950 Computer Mediated Communication Research 3 s.h.

Theory, research, and application of CMC including examination of computer communication theories and relevant research methodologies, web design theory and critiques, blogging, podcasting, e-mailing, social media, multimedia storytelling. Design, implementation, and evaluation of CMC.

CMST 6953 Group Dynamics: Theory and Research 3 s.h.

Theory and research of group processes, critical thinking and creativity strategies, theory of group leadership and teamwork, conflict management and mediation, advanced group decision-making and problem solving, motivational strategies.

CMST 6957 Organizational Communication Research 3 s.h.

Applies theories of organizational communication to a chosen organization. Culminates with report and presentation.

CMST 6970 Internship 3 s.h.

Communication-related work in a non-academic professional setting.

Prereq.: Completion of the MA core courses.

CMST 6980 Applied Research Methods 3 s.h.

Introduction to and application of qualitative research methods relevant to business communication settings.

CMST 6990 Measurement and Analysis 3 s.h.

Research processes using social scientific, quantitative methodologies and practical experience in conducting research. Essential skill development in research design, measurement, data collection and data analysis.

CMST 6991 Communication Problems: Independent Study 3 s.h.

Individual study and practical application of communication research principles to various organizational, group and mediated communication problems.

CMST 6994 Capstone 3 s.h.

Applied research paper on a communication topic. Oral presentation required. For non-thesis option students only. Thesis option students should take CMST 6995: Thesis.

Prereq.: Completion of the MA core courses.

CMST 6995 Thesis 1-6 s.h.

Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.

Prereq.: Completion of the MA core courses.

JOUR 2600 Investigative Reporting Workshop 1 s.h.

Students become part of a team of reporters. The program will identify one reporting project that will be the focus of this laboratory. The project will be reported until completion. Students are expected to participate in gathering and analyzing information and in the writing and/or production of stories. Repeatable for up to 3 s.h.

JOUR 2602 Media Writing 3 s.h.

Introduction to writing for the mass media. Development of writing techniques and examination of styles and approaches used in writing for various mass audiences. Fulfills requirement for Integrated Language Arts Middle Childhood teaching license.

Prereq.: Completion of ENGL 1551 with grade "C" or better.

JOUR 2603 Journalism Ethics and Social Responsibilities 3 s.h.

Examination of ethical standards and moral theories and their practical application in professional journalism through case studies. Students will learn to become active critics of media professionals.

Gen Ed: Arts and Humanities.

JOUR 2605 Journalism as Literature 3 s.h.

Examination of literary works by journalists. Study of journalism techniques transferred to literary storytelling.

Gen Ed: Arts and Humanities.

JOUR 2622 News Reporting 1 3 s.h.

Study of news reporting and writing, with emphasis on journalistic and AP style, development of news judgment, interviewing, and storytelling through traditional and new media. Coursework may require travel for reporting projects.

Prereq.: Completion of ENGL 1551 with grade "C" or better.

JOUR 2624 Imaging and Design of Media 3 s.h.

Focus on the use of photographs, graphics, tables, charts, and other visual products to convey messages. Includes study of basic visual literacy, design principles and technology. Crosslisted as ENGL 2624.

JOUR 2626 American Journalism 3 s.h.

The development of journalism in America, the role of the news media and its effects on American society, and special consideration of journalism as a tool of diversity and as a literary tradition.

Prereq.: Completion of ENGL 1550 with a "C" or better.

JOUR 2632 Introduction to Photojournalism 3 s.h.

The basics of photojournalism, including composition, lighting, editing, news judgment, and ethics.

JOUR 3716 Magazine Publishing 3 s.h.

Introduction to the fundamentals of publishing in the magazine industry. Review of history and present state of magazine publishing, business models and general vs. specialized audience publications; includes basic feature writing, design techniques and publication strategies.

Prereq.: JOUR 3725 or JOUR 2622, and JOUR 2624.

JOUR 3717 Editorial and Opinion Writing 3 s.h.

Techniques, approaches and practice in writing reviews, editorials, and opinion columns. Exercises in criticisms of the arts, editorial research, and editorial style.

Prereq.: JOUR 2622 or JOUR 3725.

JOUR 3720L Magazine Journalism Workshop 1 s.h.

Working for campus publications to apply news gathering and reporting skills. Emphasis on organizational culture of magazines. Coursework may require travel for reporting projects. May be repeated for up to 3 s.h.

Prereq.: JOUR 3716 or consent of instructor.

JOUR 3721L Journalism Workshop 3 s.h.

Application of the principles of news reporting skills in student media. May be repeated once.

Prereq.: JOUR 2622 or JOUR 3725.

JOUR 3722L Radio News Workshop 3 s.h.

Production of news and feature stories to be aired on radio; development of interview and media production skills for news. Coursework may require travel for reporting projects.

Prereq.: JOUR 2622 or JOUR 3725.

JOUR 3723 Advanced Journalism Editing and Design 3 s.h.

Application of visual literacy and editing skills. Emphasis on editorial decision making, journalistic style editing, quantitative reasoning, fact-checking, and practice of traditional and multimedia design techniques.

Prereq.: JOUR 2622 or JOUR 3725 and JOUR 2624.

JOUR 3725 News Reporting 1 3 s.h.

Study of news reporting and writing, with emphasis on journalistic and AP style, development of news judgment, interviewing, and storytelling through traditional and new media. Coursework may require travel for reporting projects.

Prereq.: completion of JOUR 2624 or ENGL 1551 with a grade of "C" or better.

JOUR 3726 American Journalism 3 s.h.

The development of journalism in America, the role of the news media and its effects on American society, and special consideration of journalism as a tool of diversity and as a literary tradition.

Prereq.: Completion of ENGL 1550 or JOUR 2624 with a C or better.

JOUR 3758 Projects in Working Class Reporting 3 s.h.

Collaboration with the Center for Working Class Studies. Emphasis on using journalistic techniques to cover issues important to working-class people. Coursework may require travel for projects.

Prereq.: ENGL 1551.

JOUR 3759 Sports Journalism 3 s.h.

Techniques of sports reporting with emphasis on game reporting, sports features, columns, photography and new media storytelling. Coursework may require travel for reporting projects.

Prereq.: JOUR 2622 or JOUR 3725 or consent of instructor.

JOUR 3760 News Reporting 2 3 s.h.

Focus is on advanced news reporting and storytelling skills. Includes in-depth coverage of feature writing, investigative, and enterprise journalism. Coursework may require travel for reporting projects.

Prereq.: JOUR 2622.

JOUR 3761 New Media Journalism 3 s.h.

Focus on new trends and techniques of electronic news organizations. Emphasis on storytelling using multimedia and non-linear methods of delivery. Coursework may require travel for reporting projects.

Prereq.: JOUR 2622 or JOUR 3725 and JOUR 2624.

JOUR 3762 Political Reporting 3 s.h.

Development of skills necessary to report, write, record, and publish stories about the American political system. Coursework may require travel for reporting projects.

Prereq.: JOUR 2622 or JOUR 3725.

JOUR 3768 Journalism Individual Studies 1-3 s.h.

Student selects a package of stories to research, report and produce under the direction of a faculty member, pending approval by the faculty member. Multimedia storytelling is encouraged. Repeatable to 6 hrs.

Prereq.: Junior standing or permission of instructor.

JOUR 3769 Principles and Practices of Sports Information 3 s.h.

This course explores the history, development, trends and responsibilities involved in creating and disseminating messages related to sports teams and players, special emphasis on the relationship between journalism and sports information distribution. This course will examine the fundamental components of sports information and storytelling and discuss ethics in relation to sports messaging, player identity and audience relationships.

Prereq.: JOUR 2624.

JOUR 4821 Advising Student Media 3 s.h.

Study of the role and responsibilities of the media advisor in high school and college. Topics include the unique legal and ethical concerns of student media, the training of student staff, the relationship of the student press to the academic administration, and publication-management concerns. Listed also as ENGL 4821.

Prereq.: JOUR 2622 or JOUR 3725 or ENGL 3741.

JOUR 4822 Magazine Writing and Reporting 3 s.h.

In-debth study of writing and reporting techniques for magazine journalists. Emphasis on learning freelance skills, getting work published, and marketing yourself as a magazine writer. Coursework may require travel for reporting projects.

Prereq.: JOUR 3725 or JOUR 2622, and JOUR 2624.

JOUR 4823 In-Depth Reporting 3 s.h.

Emphasis on extended research, extensive interviewing and investigative reporting techniques. Coursework may require travel for reporting projects.

Prereq.: JOUR 2622 or JOUR 3725.

JOUR 4824 Press Law and Ethics 3 s.h.

Study of First Amendment rights of the press; examination of laws concerning libel, privacy, copyright, obscenity, censorship, open meetings and open records in Ohio; discussion of press responsibilities.

Prereq.: JOUR 2622 or JOUR 3725 and Junior Standing.

JOUR 4825 Selected Topics in Journalism 3 s.h.

Study of approaches to and special aspects of journalism not covered in depth in other journalism courses. May be repeated once with change of topic.

Prereq.: JOUR 2622 or JOUR 3725.

JOUR 4825P Selected Topics in Journalism Streaming Video and Content Creation 3 s.h.

Study of approaches to and special aspects of journalism not covered in depth in other journalism courses. May be repeated once with change of topic.

Prereq.: JOUR 2622 or JOUR 3725.

JOUR 4860 News Reporting 2 3 s.h.

Focus is on advanced news reporting and storytelling skills. Includes in-depth coverage investigative, and enterprise journalism.

Prereq.: JOUR 2622 or JOUR 3725.

JOUR 4893 Journalism Senior Project 3 s.h.

Capstone experience for journalism major. Individualized enterprise/investigative reporting projects with demonstration of advanced newsgathering techniques. Coursework may require travel for reporting projects.

Prereq.: Senior standing; and JOUR 3760 or JOUR 4860 and JOUR 4824.

Gen Ed: Capstone.

JOUR 4894 Journalism Internship 3 s.h.

Supervised journalism work experience. Students complete 60 hours for each hour registered. Internship placement is selective. Coursework may require travel for reporting projects. May be repeated with the approval of the department chairperson for up to 6 hours.

Prereq.: JOUR 3721L and junior standing and 2.5 GPA.

JOUR 4899 Sports Information Internship 1-3 s.h.

Sports Information Internship. Supervised work-and-learning experiences in sports information under the direction of a faculty member and an employee of a participating outside organization. Students complete 40 hours for each hour registered. Internship placement is selective. May be repeated with the approval of the department chairperson for total of 6 hours.

Prereq.: JOUR 3759, junior standing.

TCOM 1500 Orientation to Telecommunication Studies 1 s.h.

Survey of University and Department programs, policies, practices and facilities with particular emphasis on needs of telecommunication studies majors. Creation of telecommunication studies portfolio materials and other aspects of the Telecommunication Studies program. To be taken prior to TCOM 2682 and TCOM 2683.

TCOM 1510 Sports Field Production 1 1 s.h.

Assignment to one or more production crews in conjunction with YSU Athletics and Horizon League Sports. Student responsibilities will be determined in light of skills and interests, as well as the production need. May be repeated.

TCOM 1555L Radio Workshop 3 s.h.

Application of the principles of radio production and broadcasting skills in student media.

TCOM 1570 Elements of Sports Production and Law 3 s.h.

A study of electronic media as business and social forces; also an overview of studio/OB production. Attention given to how media and sport industries grew as consorts into Sports Broadcasting. Basic legal considerations for sports broadcasters. The equivalent of 2 hours lecture and 2 hours field-based lab per week.

TCOM 1580 Introduction to Telecommunication Studies 3 s.h.

A survey course designed to familiarize students with the principles and practices involved in radio and television broadcasting, cable, and other electronic communication systems.

TCOM 1581 Telecommunication Technologies 2 s.h.

Operational principles of audio, data, and video telecommunication technologies. One hour lecture and two hours lab per week.

TCOM 1595 Survey of American Mass Communications 3 s.h.

A rhetorical examination of the development, operation, and function of radio, television, film, and print media in America. Television documentaries and films illustrate the implication of mass communication. Students examine how a person may be individually affected by mass communication.

Gen Ed: Social Science.

TCOM 2610 Sports Field Production 2 1 s.h.

Assignment to one or more production crews in conjunction with YSU Athletics and Horizon League Sports. Student responsibilities will be determined in light of skills and interests, as well as the production need. May be repeated.

Prereq.: TCOM 1510.

TCOM 2682 Scriptwriting for Electronic Media 3 s.h.

Fundamentals of telecommunication media writing with emphasis on the theory analysis and practices in the preparation of continuity, news, and documentaries.

Prereq.: TCOM 1570 or TCOM 1580; TCOM 1581; and ENGL 1550 with a grade of "C" or better in all.

TCOM 2683 Media Operations and Performance 3 s.h.

An introduction of practices and procedures basic to media production facilities. The equivalent of three hours lecture and two hours lab per week.

Prereq.: TCOM 1580 or TCOM 1570 and ENGL 1550 with a grade of "C" or better in both.

TCOM 2684 Broadcast News Practices 3 s.h.

Organization, preparation, and presentation of radio and television news programs. Includes study of journalistic requirements of broadcast media and broadcast newsroom operation. The equivalent of three hours lecture and two hours lab per week.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both.

TCOM 2685 Studio Operations 1 1 s.h.

A supervised application of operations and performance skills to audio and/or video programming. Repeatable to a maximum of 2 s.h.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both.

TCOM 3710 Sports Field Production 3 1 s.h.

Assignment to one or more production crews in conjunction with YSU Athletics and Horizon League Sports. Student responsibilities will be determined in light of skills and interests, as well as the production need. May be repeated.

Prereq.: TCOM 2610.

TCOM 3780 Principles and Practices of Media Announcing 3 s.h.

A study of the announcer's role in electronic mass media. Examination of theories, techniques, and major styles of media announcing. Three hours lecture, two or more hours of individualized lab per week.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major in Telecommunication Studies.

TCOM 3781 Audio Production 3 s.h.

Study of the concepts of audio production, including student production of various types of programs. The equivalent of three hours lecture and two hours lab per week.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major in Telecommunication Studies.

TCOM 3782 Video Production 1 3 s.h.

Study of studio production elements such as equipment, lighting, scene design, graphics, and special effects. The equivalent of three hours lecture and two hours lab per week.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major in Telecommunication Studies.

TCOM 3783 Telecommunications Regulation 3 s.h.

Responsibilities of electronic media communicators as prescribed by law and administrative agency policies, and court decisions. Analysis of the regulatory environment of broadcasters, common carriers, and cable.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major or minor in Telecommunication Studies.

TCOM 3784 Telecommunication Programming 3 s.h.

A study of contemporary broadcast and cable programming, including development, scheduling, and competitive strategies.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major or minor in Telecommunication Studies.

TCOM 3785 Studio Operations 2 1 s.h.

Individual projects or assignments in planning, coordinating and assessing production and programming related to studio procedures.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; acceptance of project Proposal Form by coordinating faculty member and department chairperson.

TCOM 3786 Video Production 2 3 s.h.

Study and application of television production elements and editing. Production values of composition, transition, and sequence explored from a communication perspective. Students produce field-based productions. Three hours lecture, two hours lab.

Prereq.: TCOM 3782.

TCOM 3787 Practicum in Telecommunication 1-3 s.h.

Individual study and practical application of communication principles to various telecommunication problems. Repeatable to a maximum of 6 s.h.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both.

TCOM 3788 Professional Residency 2 s.h.

Professional telecommunication-related experience under direction of University faculty members and employees of firms participating in the residency program. The student is responsible for securing the professional residency with assistance of Telecommunication Studies program faculty.

Prereq.: TCOM major, junior standing.

TCOM 3789 Electronic Media Interviewing 3 s.h.

A study and application of interviewing and reporting techniques, emphasizing the local news interview and public affairs reporting. The equivalent of three hours lecture and two hours lab per week.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both.

TCOM 3790 Broadcast News Lab 3 s.h.

Study and lab in news programs for TV, radio and web. Requirements of broadcast media and newsroom operation. Students create the weekly webcast, Light the Wick, or similar content. Two hours lecture and two hours lab per week.

Prereq.: JOUR 2622 or TCOM 2682 or TCOM 2683.

TCOM 3791 Electronic Media Sales and Promotion 3 s.h.

An examination of the principles and practices of selling electronic media. Analysis of rating-based sales and promotion strategies, as well as relations with agencies and station representatives. The equivalent of three hours lecture and two hours lab per week.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both.

TCOM 3792 Broadcast Sports Producing and Writing 3 s.h.

A study of the fundamentals of producing broadcast sports media content, including script development and line producing.

Prereq.: TCOM 1570, TCOM 2682, TCOM 2683 with a grade of "C" or better.

TCOM 3793 Broadcast Sports Performance 3 s.h.

Students receive instruction on play-by-play announcing and on the preparation and extemporaneous discussion of player and team statistics as well as other appropriate sports-related information. Skills for conducting media interviews.

Prereq.: TCOM 1570, TCOM 2682, TCOM 2683.

TCOM 3794 Cross-platform Sports Broadcasting 3 s.h.

Examination of and instruction in new media technologies to deliver sports media content. Emphasis on how the interactive nature of online content changes traditional notions of presentation and distribution.

Prereq.: TCOM 1570, TCOM 2682, TCOM 2683.

TCOM 3795 Sports Media Production 1 3 s.h.

Theory and practice of remote radio and television sports production for volleyball, soccer, and baseball. Students produce and direct coverage of sporting events. Meets equivalent of 2 hours lecture plus 4 hours field lab per week. May be repeated once.

Prereq.: TCOM 1570, TCOM 2682, TCOM 2683.

TCOM 4850 Advanced Audio/Video Production and Editing 3 s.h.

Advanced techniques and procedures in audio/video production. Techniques include digital editing and video post-production procedures. Recognize current video and audio technology and how to troubleshoot problems associated with such technology.

Prereq.: TCOM 3781 or TCOM 3782 with a grade of "C" or better.

TCOM 4881 Telecommunication Management 3 s.h.

A study of the relationships of communication management with government, networks, ownership and other groups. Organization and procedures of typical units; common planning models.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major or minor in Telecommunication Studies.

TCOM 4882 Studio Operations Management 3 2 s.h.

Advanced individual projects or assignments in planning, coordinating and assessing production and programming related to studio procedures. Repeatable for a maximum of 4 s.h..

Prereq.: TCOM 3785; acceptance of Project Proposal Form by coordinating faculty member and department chairperson.

TCOM 4884 Video Production Direction 3 s.h.

A study and application of the communication roles and skills associated with video directing. Emphasis on audience analysis. The equivalent of three hours lecture and two hours lab per week.

Prereq.: TCOM 3782.

TCOM 4885 Developments in Telecommunication Media 3 s.h.

Study and application of uses of telecommunication media apart from commercial broadcasting. Study of new technologies and their potential.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both.

TCOM 4886 Audience and Market Measure 3 s.h.

Methods of collecting, analyzing, and using information about media markets. Includes quantitative and non-quantitative techniques.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both.

TCOM 4887 Theories and Criticisms of Telecommunication 3 s.h.

Study of contemporary theories and research in telecommunication.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major or minor in Telecommunication Studies.

TCOM 4888 Internship Telecommunication 3 s.h.

An application of telecommunication theory and practices within organizations primarily concerned with telecommunication. Students are selected on the basis of special qualifications, including GPA, courses taken, and competitive interview. Enrollment is contingent on the availability of internship positions. Twenty hours a week.

Prereq.: Junior standing in telecommunications and permission of internship coordinator.

TCOM 4889 Broadcast Sports Internship 3 s.h.

An application of sports media theory and practices within sports and sports media organizations such as university, semi-professional and professional organizations.

Prereq.: TCOM 1570, TCOM 3792, TCOM 3793, TCOM 3794, and TCOM 3795; selection by sponsoring organization.

TCOM 4890 Producing Broadcast News 3 s.h.

Supervision of news programs for TV, radio and web. Story development, shooting/editing, script management, graphics creation, studio operations, and on-camera performance. Creation and marketing of the webcast, Light the Wick, or equivalent. Two hours lecture and two hours lab per week.

Prereq.: TCOM 3790.

TCOM 4897 Seminar in Telecommunication 3 s.h.

Designed to investigate contemporary aspects of telecommunications. May be repeated for credit if topic is different.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major in Telecommunication Studies.

TCOM 4897P Seminar in Telecommunication Streaming Video and Content Creation 3 s.h.

Designed to investigate contemporary aspects of telecommunications. May be repeated for credit if topic is different.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major in Telecommunication Studies.

TCOM 4899 Capstone 2 s.h.

Students demonstrate mastery of knowledge in a variety of degree assessment areas. Students prepare and present a portfolio of their work. The course assists students in assembling and presenting the portfolio to department faculty and other interested parties. To be taken after achieving senior status as a Telecommunications Studies major.

Prereq.: senior status in Telecommunication Studies.

Gen Ed: Capstone.