

CMST 1500 - Exploring Communication

Fall 2026 Syllabus, Section 01, CRN 42598,

Credit hours: 3

Instructor

Adam Earnhardt

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Public Instructor Information

Instructor Title: Professor & Student Media Advisor

Instructor Professional Qualifications: Ph. D., Communication, Kent State University, 2007

Instructor Office Location: 2013 Bliss Hall

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Course Description

1500. Exploring Communication. Introduction to the world of media, journalism and communication with a focus on various functional areas and career opportunities. Development of the requirements of the communication professional including teamwork, information gathering and communication skills. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Choose One	n/a	n/a	n/a

All readings are available in each module. No textbook required.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Chapter 1 - Medium and Message: The Whirlwind History of Communication by Adam Earnhardt (available on Blackboard)	Understanding Communication	Complete readings
8/31	Chapter 2 - Human Connection: A Field Guide to Not Being Completely Awkward by Adam Earnhardt (available on Blackboard)	Understanding Communication	Field Reflection 1 - 5% Quiz 1: Communication - 5%
9/7	Chapter 6 - The First Rough Draft: Decoding Journalism's Eternal Quest for Truth by Adam Earnhardt (available on Blackboard)	Understanding Journalism	Complete readings
9/14	Chapter 7 - Ask, Verify, Write, Repeat: The Not-So-Simple Art of Getting It Right by Adam Earnhardt (available on Blackboard)	Understanding Journalism	Field Reflection 2 - 5% Quiz 2: Communication - 5%
9/21	Chapter 11 - Cave Paintings, Talkies, and TikTok: Learning to Tell Stories in Moving Pictures by Adam Earnhardt (available on Blackboard)	Understanding Multimedia Communication	Complete readings
9/28	Chapter 12 - A Creator's Playbook: Mastering Audio and Video in the Digital Age by Adam Earnhardt (available on Blackboard)	Understanding Multimedia Communication	Field Reflection 3 - 5% Quiz 3: Communication - 5%



10/5	Chapter 3 - Herding Cats & Juggling Chainsaws: Small Group and Organizational Dynamics by Adam Earnheardt (available on Blackboard)	Exploring Communication	Complete readings
10/12	Chapter 4 - The Art of Persuasion: Surviving The Rhetorical Wilderness by Adam Earnheardt (available on Blackboard)	Exploring Communication	Complete readings
10/19	Chapter 5 - Breaking (Bad) Boundaries: Intercultural Communication and Mass Media by Adam Earnheardt (available on Blackboard)	Exploring Communication	Field Reflection 4 - 5% Quiz 4: Communication - 5%
10/26	Chapter 8 - When Lawyers Enter the Newsroom: Freedom, Responsibility, and the Occasional Lawsuit Reuters Institute Digital News Report (https://reutersinstitute.politics.ox.ac.uk/digital-news-report)	Exploring Journalism	Complete readings
11/2	Chapter 9 - Journalism's Special Forces: From Dogged Beat Reporters to Sideline Storytellers	Exploring Journalism	Complete readings
11/9	Chapter 10 - Pivot to Survival: How Journalism Found Its Way in the Digital Wilderness	Exploring Journalism	Current Events Group Assignment - 15% Field Reflection 5 - 5% Quiz 5: Journalism - 5%
11/16	Chapter 13 - Digital Media Management: Building Your Content Empire	Exploring Multimedia Communication	Complete readings
11/23	Chapter 14 - The Art of Strategic Communication: How to Build Campaigns That Actually Work	Exploring Multimedia Communication	Complete readings
11/30	Chapter 15 - Career Paths and Industry Trends: College Grad to Comm Guru	Exploring Multimedia Communication	Field Reflection 6 - 5% Quiz 6: Multimedia Communication - 5%
12/7	No reading this week	Applied Communication Specialization (Finals Week)	Final paper - 25%

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