Bachelor of Arts: Communication Studies - Journalism and Mass Communications Emphasis

University Requirements

General Education
The UMKC General Education Core is the university-wide curriculum that all undergraduate students will complete. The 30-credit hour core curriculum includes three course types designated as Anchor, Discourse and Focus and is detailed in the General Education section of the catalog.

Constitution Course
Every undergraduate student must take a course covering the United States Constitution and the Missouri State Constitution before graduation. Course options are included in the program requirements section below.

RooWriter Assessment
Candidates for all baccalaureate degrees must complete the online UMKC RooWriter Writing Assessment after they have passed Discourse 200 (or its equivalent) but before they have attained 90 credit hours. Incoming transfer students with more than 90 credit hours must complete the RooWriter by the end of their first semester of enrollment or within one semester after passing Discourse 200 (or its equivalent). Students who have not completed the RooWriter Writing Assessment within two semesters after passing Discourse 200 (or its equivalent) will be blocked from enrollment until they successfully complete the RooWriter. Additional information is available in the Undergraduate Academic Regulations and Information section of the catalog.

Exit Examinations
Information on exit examinations and/or major field exams is available in the Undergraduate Academic Regulations and Information section of the catalog.

Student Learning Outcomes
Students graduating from this program will:

• Produce work applying best practices in short- and long-form news, feature and investigative reporting for print, broadcast and digital journalism
• Research and develop methods in data collection.
• Produce writing that meets or exceeds professional standards.
• Demonstrate reporting skill that meets or exceeds professional standards.
• Adapt the dissemination of information appropriate to cross-cultural audiences.
• Identify and express ethical news writing and reporting in the best traditions of American journalism and mass communication.

Program Requirements
The Journalism and Mass Communication emphasis offers concentrated study in select areas including print and electronic journalism, radio, television, journalism, advertising and public relations.

Program Specific Recommendations for UMKC General Education Core

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Anchor I</td>
<td>Discourse I: Reasoning and Values (Speech and Writing)</td>
<td>3</td>
</tr>
<tr>
<td>Anchor II</td>
<td>Discourse II: Culture and Diversity (Writing and Speech)</td>
<td>3</td>
</tr>
<tr>
<td>Anchor III</td>
<td>Discourse III: Civic and Community Engagement (Speech and Writing)</td>
<td>3</td>
</tr>
<tr>
<td>DISC 100</td>
<td>Focus A</td>
<td>3</td>
</tr>
<tr>
<td>DISC 200</td>
<td>Focus B (Satisfied in program requirements below)</td>
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<tr>
<td>DISC 300</td>
<td>Focus C (May be satisfied by Constitution course requirement below)</td>
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<tr>
<td>Focus Elective</td>
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<td>3</td>
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</table>
'Total credits’ in this section indicates the number of General Education Core credit hours that are not met by the degree specific requirements outlined below.

Total Credits

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<tr>
<th>Credits</th>
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<tr>
<td>24</td>
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1 See the UMKC General Education Core (http://catalog.umkc.edu/undergraduate-academic-regulations-information/general-education-requirements) section of the catalog for available Anchor and Focus course options.

Constitution Course Requirement

Section 170.011.1 of the Missouri Revised Statutes, 2015, states that all candidates for a degree issued by a college or university in the state of Missouri must have “satisfactorily passed an examination on the provisions and principles of the Constitution of the United States and of the state of Missouri, and in American history and American institutions.”

Courses at UMKC that satisfy this state requirement are:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Choose one of the following:</td>
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<tr>
<td>CJC 364</td>
<td>The Supreme Court And The Criminal Process</td>
<td>3</td>
</tr>
<tr>
<td>HISTORY 101</td>
<td>U.S. History to 1877 (Focus C)</td>
<td>1</td>
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<tr>
<td>HISTORY 102</td>
<td>U.S. History Since 1877 (Focus C)</td>
<td>1</td>
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<tr>
<td>HISTORY 360R</td>
<td>Constitutional History of the United States</td>
<td></td>
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<tr>
<td>HONORS 230</td>
<td>Honors American Government (Focus C)</td>
<td>1</td>
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<tr>
<td>POL-SCI 210</td>
<td>American Government (Focus C)</td>
<td>1</td>
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Total Credits

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<th>Credits</th>
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<tr>
<td>3</td>
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</table>

1 Course may satisfy both the UMKC General Education Core (Focus C) and Constitution requirements.

There are a few other ways this requirement can be satisfied for students transferring to UMKC:

- Take an equivalent course from the list above at a regionally accredited institution.
- Earn credit for one of the above courses through AP, IB, or CLEP.
- Take a course that directly satisfies the Missouri Constitution Requirement at another Missouri institution.
- Have a previous bachelor's degree (or higher) from a regionally accredited institution.
- Have an Associate of Arts degree from a regionally accredited institution.
- Complete the 42 Hour Core at a Missouri institution and have it listed on the official transcript.

College of Arts & Sciences Degree Requirements

Students pursuing the bachelor of arts and bachelor of science degrees must complete a major. Students pursuing the bachelor of liberal arts degree must complete a minor. Additional details are available in the Student Services (http://catalog.umkc.edu/colleges-schools/arts-sciences/student-services) section of the catalog.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ALEKS Math Placement</td>
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</tr>
<tr>
<td>Arts and Humanities Division of CAS</td>
<td></td>
<td>6</td>
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<tr>
<td>Science and Math Division of CAS</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Social and Behavioral Sciences Division of CAS</td>
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<td>6</td>
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<tr>
<td>Writing Intensive Course (300-level or above)</td>
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<td>3</td>
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<tr>
<td>Foreign Language (3rd Semester Level)</td>
<td></td>
<td>9</td>
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<tr>
<td>MATH 110 or MATH 116 or MATH 120</td>
<td>Precalculus Algebra (or any 200-level or above Math/Stat course)</td>
<td>3</td>
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<tr>
<td>Laboratory Science Experience</td>
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Total Credits

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<th>Credits</th>
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<tr>
<td>34</td>
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1 ENGLISH 110, ENGLISH 225, COMM-ST 110, and foreign language courses at 211 or below do not fulfill this requirement.

2 This requirement may be fulfilled by courses from either the UMKC General Education Core or the College of Arts and Sciences Degree Requirements.
## Major Requirements

### Journalism and Mass Communication Emphasis

Students must maintain a 2.0 GPA in their major courses. Only major courses with a grade of C- or higher will be accepted for credit in the major, and counted toward the major GPA. With prior permission, three hours of elective credit from another department may be accepted as Communication Studies elective credit.

Students must successfully complete the major requirements below with at least 18 credit hours taken in the department at UMKC with 12 of those hours at the 300-level or above.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td><strong>Department’s Core Courses</strong></td>
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</tr>
<tr>
<td>COMM-ST 110</td>
<td>Fundamentals Of Effective Speaking And Listening</td>
<td>3</td>
</tr>
<tr>
<td>COMM-ST 483</td>
<td>Research Seminar In Communication Studies</td>
<td>3</td>
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<tr>
<td><strong>Required Courses</strong></td>
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<tr>
<td>COMM-ST 203</td>
<td>Introduction to Journalism</td>
<td>3</td>
</tr>
<tr>
<td>COMM-ST 220</td>
<td>Introduction: Modern Communications Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM-ST 484</td>
<td>Communication Studies Activities</td>
<td>3</td>
</tr>
<tr>
<td><strong>Journalism and Mass Communication Electives</strong></td>
<td></td>
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</tr>
<tr>
<td>Select six of the following courses including at least one WI course:</td>
<td>18</td>
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<tr>
<td>COMM-ST 260P</td>
<td>Introduction To Web Communications</td>
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<tr>
<td>COMM-ST 265</td>
<td>Visual Communication</td>
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<tr>
<td>COMM-ST 270</td>
<td>Introduction to Digital and Mobile Journalism</td>
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<td>COMM-ST 308</td>
<td>Introduction To The Study Of Human Communication</td>
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<td>COMM-ST 311</td>
<td>Radio &amp; Television Performance</td>
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<td>COMM-ST 314WI</td>
<td>Reporting</td>
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<td>COMM-ST 320</td>
<td>Mass Media, Culture And Society</td>
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<td>COMM-ST 331</td>
<td>Mass Media In America</td>
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<td>COMM-ST 341WI</td>
<td>Rhetorical Theory And Criticism</td>
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<td>COMM-ST 348</td>
<td>The Art of the Interview</td>
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<td>COMM-ST 351WI</td>
<td>Fundamentals Of Writing For The Media</td>
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<td>COMM-ST 355WI</td>
<td>The New Feature Writing</td>
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<tr>
<td>COMM-ST 356</td>
<td>U News Practicum</td>
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<tr>
<td>COMM-ST 361</td>
<td>Media Management</td>
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<td>COMM-ST 363</td>
<td>Radio Production I</td>
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<td>COMM-ST 383</td>
<td>Cross-Cultural Journalism &amp; Mass Media</td>
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<td>COMM-ST 384</td>
<td>Documentary Film History</td>
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<td>COMM-ST 387</td>
<td>Strategic Communication Research</td>
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<td>COMM-ST 388</td>
<td>Media Ethics</td>
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<td>COMM-ST 400</td>
<td>Special Studies (topic must be within the Journalism &amp; Mass Communi</td>
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<td>cation Emphasis)</td>
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<td>COMM-ST 432</td>
<td>Press, Politics And Public Policy</td>
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<td>COMM-ST 446</td>
<td>Principles Of Advertising</td>
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<td>COMM-ST 447</td>
<td>Interactive and Social Media Advertising</td>
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<td>COMM-ST 448</td>
<td>Principles Of Public Relations</td>
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<tr>
<td>COMM-ST 453</td>
<td>Urban Journalism Practicum</td>
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<td>COMM-ST 456</td>
<td>Electronic Journalism</td>
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<td>COMM-ST 462</td>
<td>Public Broadcasting</td>
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<td>COMM-ST 466</td>
<td>Advanced Electronic Journalism</td>
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<tr>
<td>COMM-ST 478</td>
<td>Media Law</td>
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<tr>
<td>COMM-ST 484</td>
<td>Communication Studies Activities</td>
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<tr>
<td>COMM-ST 492</td>
<td>Advertising Campaigns</td>
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<tr>
<td>COMM-ST 498</td>
<td>Special Problems In Communication Studies (restricted to 3 cr. hr.</td>
<td></td>
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</tbody>
</table>

**Total Credits** 33
General Electives

Students must take elective credit hours to meet the minimum credit hour requirement for their degree, including at least 36 credit hours of coursework at the 300-level or above. The minimum required by the university is 120 credit hours, of which at least 30 credit hours must be taken at UMKC, but some degree programs require more.

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>General Electives</td>
<td></td>
<td>26</td>
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</tbody>
</table>

Minimum GPA: 2.0

Total Credit Hours: 120

Tools for Planning and Filling Academic Requirements

UMKC’s Major Maps (https://cf1.umkc.edu/majormaps) are detailed, semester by semester plans that lead a student to complete all degree requirements within four years. Plans include benchmarks and critical courses by term that assist a student’s evaluation of progress and major “fit”. In order to ensure that the appropriate courses are taken, students are encouraged to consult with the undergraduate advisor for this major.

UMKC’s Degree Audit System (https://www.umkc.edu/registrar/majors-degrees/planmydegree.asp) provides an individual evaluation of all degree requirements (General Education Core, Degree Specific, Major Specific, etc.) for student’s officially recorded (Office of Registration and Records) and “what if” plans of study. This evaluation is used to certify all graduation requirements.

UMKC’s Transfer Guides (https://www.umkc.edu/transferguides) provide detailed guidance on recommended transfer coursework, plans of study, transfer timelines, and transfer contact information. To ensure a seamless transfer experience, students are encouraged to work with both their community college advisor and a UMKC advisor when planning their coursework.

Courses

COMM-ST 110 Fundamentals Of Effective Speaking And Listening Credits: 3
An introduction to the dimensions of effective platform speaking with special emphasis on developing critical listening skills. Lecture, performance, and discussion.

COMM-ST 110 - MOTR COMM 110: Fundamentals of Public Speaking

COMM-ST 140 Principles Of Communication Credits: 3
An interdisciplinary introduction to the study of contemporary communication studies including a consideration of intrapersonal, interpersonal and public communication.

COMM-ST 140 - MOTR COMM 100: Introduction to Communications

COMM-ST 203 Introduction to Journalism Credits: 3
Introduction to the styles and techniques of reporting and writing basic news through assignments in straight news, features and in-depth stories. Exposure to the history and principles of American journalism. Practical application in writing news and news feature articles.

COMM-ST 212 Argumentation And Debate Credits: 3
A study of the nature of logical discourse generated through the preparation and presentation of oral argument within the framework of the debate format. Lecture, performance and discussion.

COMM-ST 212 - MOTR COMM 220: Argumentation Debate

COMM-ST 213 Argumentation And Critical Thought Credits: 3
An introduction to the theory and application of argument construction. The course is designed to examine the fundamental strategies of critical thinking and to help understand the relationships among critical thought and argumentation development and refutation. This course is designed for application across many fields and is not specific to debate or oral argument.

COMM-ST 220 Introduction: Modern Communications Media Credits: 3
A comprehensive survey of the content, structure and control of the communications media in American society—newspaper, motion pictures, radio and television; providing an informational frame of reference that will enable discerning students to formulate and apply useful critical concepts in evaluating America’s media environment.
COMM-ST 230 Introduction to Film Studies Credits: 3
The course is an introduction to the study of film as an art form and industrial practice. Students will study the basics of film analysis, cinematic formal elements, genre, narrative structure and the cultural functions of cinema.
**Prerequisites:** DISC 100 or ENGLISH 110.

COMM-ST 250 Introduction to Film and Video Production Credits: 3
This course teaches the fundamentals of media making using digital video. Students will learn techniques in pre-production planning, camera, sound, and editing by creating a series of short videos. Students will also learn to think analytically about film, and to apply insights about what gives an image impact and meaning to their own work. It is the foundation and prerequisite for all film and video production courses in the department.

COMM-ST 260P Introduction To Web Communications Credits: 4
This four credit hour web-based multimedia course will examine the process of critically evaluating information delivered on the Internet. It is designed as an introduction for adults and students who use Internet information for work and/or school. The process of critically evaluating Internet information will be described in four modules: traditional evaluation techniques; searching and researching strategies; Internet evaluation techniques and Internet evaluation resources.

COMM-ST 265 Visual Communication Credits: 3
This course introduces the creative capture and design of photographic images as used in both print and new media for advertising, journalism, and public relations. Basic artistic and production methods are examined, including real-world professional practices and the creative control of process variables.

COMM-ST 270 Introduction to Digital and Mobile Journalism Credits: 3
An introduction to the practices and principles of creating video, combined with audio, graphics, and data information, by newsgathering in the field, for both current and emerging mobile, non-broadcast, digital and social media platforms.

COMM-ST 300CY Ancient World in Cinema Credits: 3
This course will explore the tradition of depicting the ancient Mediterranean world in film from the early silent era to the present. Topics to be covered include the ways that filmmakers respond to literary and historical sources from the ancient world, interact with the artistic tradition of films about the ancient world, the relation of these films to other works by the same creative personnel (directors, actors, writers, producers, etc.), and the political and cultural contexts in which the films were released.

COMM-ST 308 Introduction To The Study Of Human Communication Credits: 3
This course serves to introduce students to the basic theories, perspectives and methodologies used (historically and currently) in the study of speech, interpersonal and mass communication.

COMM-ST 311 Radio & Television Performance Credits: 3
A study of the specialized radio and television performing and operating situations and techniques simulated and evaluated in studio sessions. Lecture, discussion and performance.

COMM-ST 312 Advanced Public Speaking Credits: 3
Advanced study of rhetorical theory and its application to the presentation and criticism of public discourse.
**Prerequisites:** COMM-ST 110.

COMM-ST 312P Advanced Public Speaking Credits: 3
Advanced study of rhetorical theory and its application to the presentation and criticism of public discourse.
**Prerequisites:** COMM-ST 110.

COMM-ST 314 Reporting Credits: 3
Reporting is an advanced news gathering and reporting course designed to sharpen the writing skills and critical thinking of student journalists.
**Prerequisites:** COMM-ST 203 or ENGLISH 203.

COMM-ST 314WI Reporting Credits: 3
A seminar of practical application in advanced reporting. Assignments to cover news events and to pursue in-depth news reports on the campus and off.
**Prerequisites:** COMM-ST 203 or ENGLISH 203; RooWriter.

COMM-ST 317 Persuasion Credits: 3
A study of the rhetorical, psychological and ethical principles of influencing and controlling individuals and groups, and of the methods of adapting to various attitudes and audiences through the preparation, presentation and evaluation of persuasive speeches. Lecture, discussion and performance.
**Prerequisites:** COMM-ST 110.

COMM-ST 320 Mass Media, Culture And Society Credits: 3
A critical exploration of the role of mass media (and its reception) in the social construction of reality. The course employs theoretical, analytical and empirical approaches derived from multidisciplinary sources, particularly "critical theory" semiology, post-structuralism, psychoanalysis and ethnography. Term paper required.
COMM-ST 322 Oral Performance In Speech Communication Credits: 3
This course is designed to develop and strengthen oral communication for students pursuing careers in pre-law, media, human resources, and education as well as increase the skills of potential professional speakers. The student will learn to develop emotional, vocal, physical, and non-verbal skills through an investigation of poetry, prose, and non-fiction literature. Through the process of reading, studying, investigating, rehearsing, and performing literary and nonliterary works, the students will learn to pay particular attention to the voice embodied in a given text and the cultural and social context within which that voice speaks.
**Prerequisites:** COMM-ST 110.

COMM-ST 323 Concepts of the Hero in Ancient Literature and World Cinema Credits: 3
This course explores how concepts of heroism are related to the principles of values and civic duty in a wide range of ancient world cultures and contemporary world cinemas. Students will also demonstrate an understanding of how these values impact individual heroes and their interactions with others in their society.

COMM-ST 331 Mass Media In America Credits: 3
Social history of the development of mass media, radio, film, and television, from Marconi’s first experiments to the present. Emphasis placed on relationship of American culture and American media. Term paper required.

COMM-ST 331WI Mass Media In America Credits: 3
Writing intensive. Social History of the development of mass media, radio, film and television, from Marconi’s first experiments to the present. Emphasis placed on relationship of American culture and American media. Term paper required.
**Prerequisites:** RooWriter.

COMM-ST 339 Introduction to Film Theory Credits: 3
A survey of the history of theoretical and critical approaches to film theory/philosophy. Students will be introduced to major foundational and contemporary theoretical approaches to cinema that may include but are not limited to formalism, realism, auteurism, psychoanalysis, genre studies, structuralism, feminism, semiotics, cultural studies, post-structuralism, queer theory and digital studies.

COMM-ST 341 Rhetorical Theory And Criticism Credits: 3
An analysis of significant public discourse within the context of social protest and political rhetoric with attention to applying methods of communication criticism in evaluating the effectiveness of persuasive advocacy aimed at social change.

COMM-ST 341WI Rhetorical Theory And Criticism Credits: 3
Writing intensive. An analysis of significant public discourse within the context of social protest and political rhetoric with attention to applying methods of communication criticism in evaluating the effectiveness of persuasive advocacy aimed at social change.
**Prerequisites:** RooWriter.

COMM-ST 343 Group Dynamics Credits: 3
A study of strategies and communication relationships unique to non-dyadic situations, with an emphasis on the integral structure of leadership, roles, norms and task functions.

COMM-ST 344 Communication In Organizational Settings Credits: 3
An examination of the major elements of interpersonal, group, and oral communication competence essential to human interaction in organizational settings. The course focuses on developing communication competencies and increasing theoretical understanding of the communication process within the organizational context.

COMM-ST 344WI Communication In Organizational Settings Credits: 3
An examination of the major elements of interpersonal, group, and oral communication competence essential to human interaction in organizational settings. The course focuses on developing communication competencies and increasing theoretical understanding.
**Prerequisites:** COMM-ST 110 or COMM-ST 308, RooWriter.

COMM-ST 345 German Film Credits: 3
This course introduces students to the important contributions of German films to the development of movies as a unique literary art form. The class will cover important terms and concepts in film theory, the specifically German context of film, and important themes and periods in German film history. Taught in English with subtitled films.

COMM-ST 346 Art of the Short Film Credits: 3
Art of the Short Film examines the social, economic and aesthetic histories of narrative, documentary and experimental short form films from the birth of cinema to today.

COMM-ST 347 Topics in Film Genre Credits: 3
A topics course that examines the history and theory of film genres. Repeatable up to six hours when the topic changes.

COMM-ST 348 The Art of the Interview Credits: 3
This course will introduce students to the styles and techniques of conducting professional interviews with the goal of eliciting insightful, thoughtful answers fit for print or broadcast. Students will prepare QA interviews and articles for publication while gaining the confidence needed to work in professional newsrooms or office settings.
COMM-ST 351WI Fundamentals Of Writing For The Media Credits: 3
Analysis of individual differences and common characteristics of copy for eye and ear, with emphasis on the application of both verbal and visual imagery in the process of communicating the writer's ideas and intentions. Weekly written assignments and critical analysis of the student's work.
Prerequisites: COMM-ST 110, RooWriter.

COMM-ST 354 Introduction to Screenwriting Credits: 3
An introduction to the form and language of the motion picture screenplay. Students will learn to create a workable blueprint for a movie and undertake an in-depth examination of visual storytelling. This will include understanding the basics of dramatic structure, scene and sequence construction and the role of dialogue. Emphasis will be placed on students mastering the accepted movie industry format of the screenplay. They will also adapt a short story and revise it after giving and receiving feedback in small groups.
Prerequisites: COMM-ST 203 or ENGLISH 203, RooWriter.

COMM-ST 355WI The New Feature Writing Credits: 3
An intensive practicum in the art of writing feature stories with a special emphasis on shorter stories that will grab reader interest in an era of short-attention spans.
Prerequisites: COMM-ST 203 or ENGLISH 203, RooWriter.

COMM-ST 356 U News Practicum Credits: 3
This course is workshop-based for students producing UMKC's weekly newspaper, U News. It also focuses on contemporary issues in American journalism and engaging with the university community.
Prerequisites: COMM-ST 203

COMM-ST 361 Media Management Credits: 3
An analysis of the trends, patterns and methods of radio and television operations.

COMM-ST 363 Radio Production I Credits: 3
A study of the techniques of producing audio material for use in radio, in concerts, on film, on television and in the recording studio.

COMM-ST 373 Intermediate Media Production Credits: 3
An intermediate-level production course emphasizing hands-on skills in cinematography and lighting, sound, and editing.
Prerequisites: COMM-ST 230 and COMM-ST 250.

COMM-ST 376 History Of The Film Industry Credits: 3
A history of the development of the American film industry from 1900 to the end of the studio era. The course will stress such issues as studio production, censorship, the economics of production and the selling of mass culture through the film medium. Term paper required.

COMM-ST 377 Interpersonal Communication Credits: 3
An intensive analysis of the dimensions of intrapersonal and interpersonal communication designed to identify the philosophies and methods which undermine effective human communication. Lecture and discussion.

COMM-ST 377WI Interpersonal Communication Credits: 3
An intensive analysis of the dimensions of intrapersonal and interpersonal communication designed to identify the philosophies and methods which undermine effective human communication. Lecture and discussion.
Prerequisites: RooWriter.

COMM-ST 378 Computer-Mediated Communication Credits: 3
Examination of the nature of human communication on the Internet. Design function, content innovations of computer mediated communication discussed, with emphasis on technology as a means of interpersonal communication. Research, essays, and participation in online environment required.

COMM-ST 378WI Computer Mediated Communication Credits: 3
Examination of the nature of human communication on the internet. Design, function, content innovations of computer mediated communication discussed, with emphasis on technology as a means of interpersonal communication. Research, essays, and participation in online environment required.
Prerequisites: RooWriter.

COMM-ST 380 Contemporary Media Topics Credits: 3

COMM-ST 381 Narrative Production Credits: 3
This course covers the creative, technical, and practical aspects of short-form narrative film production.
Prerequisites: COMM-ST 250 and COMM-ST 354.

COMM-ST 383 Cross-Cultural Journalism & Mass Media Credits: 3
Cross-Cultural Journalism Mass Media provides journalistic tools for traditional and new media coverage of diverse ethnic, gender, ability and ideological groups inside and outside the United States. The critical role of diverse voices in a democracy will be discussed. Students at UMKC and the Missouri School of Journalism participate in joint lectures transmitted by UMKC and MU instructors from their respective campuses.
COMM-ST 384 Documentary Film History Credits: 3
Documentary Film History is an overview of the history and theory of documentary cinema. The course surveys the documentary tradition with special attention to the relationship between content and style and the issues central to documentary film making, including ethical and legal questions, the relationship between representation and power and the ways in which film speaks to notions of truth and truth telling.

COMM-ST 385 Documentary Production Credits: 3
This course is designed to familiarize students with the basics of documentary production from an artistic, ethical, and practical results-oriented perspective.
Prerequisites: COMM-ST 250.

COMM-ST 386 Animation Credits: 3
This course provides an introduction to animation production techniques and an overview of the history of American animation arts. We will address both stop-motion and computer animation using industry standard software.
Prerequisites: COMM-ST 250.

COMM-ST 387 Strategic Communication Research Credits: 3
This course will examine different research methods and research stages in advertising and public relations, including quantitative and qualitative research methods. Students will learn how to plan, conduct, and evaluate strategic communication research. Students are also expected to develop a greater appreciation for the role that research plays in effective campaigns.

COMM-ST 388 Media Ethics Credits: 3
This course is designed to sensitize the ethical considerations the underlie the conventions and practices of print, broadcast, and internet media. By placing traditional and new media in a wider intellectual context than is generally possible under the daily demands of producing news, information, and entertainment, it seeks to produce a larger sense of media as industry and as a career choice.

COMM-ST 390 Forensic Activities Credits: 1-4
Participation in the intercollegiate forensic program. A practicum in debate, discussion, oratory and other forensic activities.

COMM-ST 391 The World(s) Of Alfred Hitchcock Credits: 3
The course offers an historical study of the film art of Alfred Hitchcock. The course gives special attention to the director's work in the silent cinema of the U.K., Hitchcock's early major British sound films, his arrival in the United States, his major World War II propaganda films, the directors maturing into a major influence on world cinema in the 1940's, and Hitchcock's "masterworks" of the 1950's-1960's.

COMM-ST 392 Topics in World Cinema Credits: 3
A variable topics course focused on the histories and theories of international cinemas. Repeatable up to 6 hours when the topic changes.

COMM-ST 393 Topics in Sound & Cinema Credits: 3
A variable topics course that focuses on the histories and aesthetics of sound in cinema. Repeatable up to 6 hours when the topic changes.

COMM-ST 394 Topics in Gender and Cinema Credits: 3
A course focused on the relationship between popular culture, film history and the construction of gender and sexuality. Repeatable up to 6 hours when the topic changes.

COMM-ST 400 Special Studies Credits: 1-3
(A-N) This is an upper-level course on a subject which is not a part of the regular department offering. The course results from one or more of the following: (1) the expressed desire of students (2) the broadened or refocused scholarship of a member of the communication studies faculty (3) the temporary presence of a scholar whose specialization is not reflected in the department's regular offerings (4) the conclusion by the department that the course meets a community need (5) the effort of the Communication Studies faculty to provide an interdisciplinary approach to an era or topic.

COMM-ST 400G Special Studies in Communication Studies Credits: 1-3
COMM-ST 400M Special Studies in Communication Studies Credits: 1-6
COMM-ST 400N Special Studies Credits: 1-3
COMM-ST 400Q Special Studies in Communication Studies Credits: 1-3
COMM-ST 400W Special Studies in Communication Studies Credits: 1-3
COMM-ST 400Z Special Studies Credits: 1-3
COMM-ST 406CD CC: Film Adaptation Credits: 3
The class will explore the process of adapting both fiction and non-fiction literary works into motion pictures. Students will examine the original literary source, then the interim screenplay and finally the completed motion picture.

COMM-ST 411 Seminar in Film and Media Arts Credit: 1
This course covers special topics and professional practices within Film and Media Arts. Course is repeatable. Required of B.A. in Film and Media Arts majors for every semester enrolled. Enrollment restricted to declared majors, B.A. in Film and Media Arts.
Prerequisites: Declared major, B.A. in Film and Media Arts.
COMM-ST 426 History and Criticism of American Public Address I Credits: 3
This course examines American Public Address from 1630 to 1900, with an emphasis on the connections between rhetoric and social change. Students analyze how texts function within specific historical contexts.

COMM-ST 428 History and Criticism of American Public Address II Credits: 3
This course examines American Public Address from 1900 to present, with an emphasis on the connections between rhetoric and social change. Students analyze how texts function within specific historical contexts.

COMM-ST 431 Colloquium In Interpersonal Dynamics Credits: 3
An examination of the practical application of communication principles and theories, with focus on one of the following: health, organizational, nonverbal, intrapersonal, conflict management, computer mediated, or intercultural communication.

COMM-ST 432 Press, Politics And Public Policy Credits: 3
An advanced course in the study of the press and political establishments in the formation of public policy.

COMM-ST 441 Applications of Interpersonal Communication Credits: 3
This course examines interpersonal communication theory as it pertains to a variety of interpersonal relationships. The course employs class discussions of theory and assignments that apply those theories to real life interactions.
**Prerequisites:** COMM-ST 377 or COMM-ST 377WI.

COMM-ST 444WI Intercultural Communication Credits: 3
A consideration of communication phenomena in multicultural settings. A study of the public forum with an emphasis on the interpersonal aspects of international, intercultural, and co-cultural communication.
**Prerequisites:** RooWriter.

COMM-ST 446 Principles Of Advertising Credits: 3
A survey of advertising as an industry and a career field, examining its history and development in America, and its application in mass and special media. Specific procedures are studies for linking the development of advertising strategies, messages and campaigns to the marketing process, and for evaluation and selection of appropriate media to carry the advertising message.

COMM-ST 447 Interactive and Social Media Advertising Credits: 3
This course examines advertising on the Internet as a form of interactive communication, with a special focus on social media and search engines. It addresses basic concepts, current issues, and the development of interactive advertising strategies and plans. The coverage includes interactivity, pricing models, online targeting strategies, search engine optimization and advertising, social media advertising, and online video advertising.

COMM-ST 448 Principles Of Public Relations Credits: 3
An overview, presenting the function, purposes, procedures and practices of public relations, its role in society, industry, government and politics, and its potential as a career field. This is a survey course with primary emphasis on theory, supplemented with applied techniques.

COMM-ST 453 Urban Journalism Practicum Credits: 4
This course engages student journalists to produce stories with an urban focus across radio, online, and television platforms. By practicing convergence journalism, students gain practical story-telling experience for professional news organizations.
**Prerequisites:** COMM-ST 203 and permission of instructor.

COMM-ST 454 Advanced Screenwriting Credits: 3
This course provides students with advanced theory in narrative screenwriting, training in industry standard script analysis (called "coverage") and story editing. Students will be required to draft, revise and workshop a short film screenplay or will focus on a feature screenplay, delivering a draft and revision of the first act and a detailed outline for the rest of the script. Students will workshop feature screenplays in small groups, emphasizing the art of constructive story editing.
**Prerequisites:** COMM-ST 354.

COMM-ST 456 Electronic Journalism Credits: 3
A practical approach to the practices and principles of broadcasting news media, including preparing copy for microphone and camera, editing wire copy, reporting public affairs and public relations, and an intensive scrutiny of the concepts of freedom and responsibility as they apply to the press and current legislation.

COMM-ST 457 Client-Based Media Production Credits: 3
This course teaches the process of creating media for a professional client. Students will take on specialized crew positions and work together to plan, write, direct, shoot, edit, and distribute a short video for a local non-profit client.
**Prerequisites:** COMM-ST 250.

COMM-ST 462 Public Broadcasting Credits: 3
A study of the development of public broadcasting, its position and responsibilities in the world of modern communications. Programming and operations concepts and philosophies of public broadcast facilities will be studied and analyzed.
**Prerequisites:** COMM-ST 220.
COMM-ST 466 Advanced Electronic Journalism Credits: 3  
An advanced study of television and Internet news gathering, field production and performance for electronic media.  
**Prerequisites:** COMM-ST 456.

COMM-ST 470 Directing Credits: 3  
An advanced course in video techniques with emphasis on creating complex formats for broadcasting, recording and performance. Lecture, discussion, and laboratory.  
**Prerequisites:** COMM-ST 250.

COMM-ST 471 Advanced Media Production Credits: 3  
An advanced course in media production techniques focused on the creation of a significant individual media work and professional development.  
**Prerequisites:** COMM-ST 250, COMM-ST 373, and COMM-ST 354.

COMM-ST 473 Directing Actors and Scenes Credits: 3  
This intensive workshop class seeks to deepen the student director's understanding of the acting process and provide ways of clearly and creatively communicating with actors. The course will deepen students' understanding of blocking scenes and designing camera coverage. It will explore the role of the director as a guiding creative force in the making of a film through collaboration and provide techniques for scene analysis and preparation. Students will cast, rehearse and present a live performance for their final project and design appropriate camera coverage.  
**Prerequisites:** COMM-ST 250.

COMM-ST 478 Media Law Credits: 3  
A comprehensive examination of the law as it pertains to advertising, public relations, journalism, commercial and electronic media, broadcast regulatory agencies, corporate speech and corporate participation in elections. Students will study topics that include the First Amendment, defamation and privacy. Court opinions and legislation will be the course's primary focus, however students will also examine contemporary and historic theory of free expression.

COMM-ST 483 Research Seminar In Communication Studies Credits: 3  
This is the departmental capstone course and is required for majors in their last semester of their senior year. The course summarizes and extends student's theoretical and applied understanding of the role of communication competence in the work place and beyond. The course also focuses on refining student's research competencies and their appreciation of the cultural role of modern communication methods.  
**Prerequisites:** Senior standing.

COMM-ST 484 Communication Studies Activities Credits: 1-4  
Internships opportunities for advanced students involved in community and campus activities. Student must receive approval of advising professor in semester prior to enrollment. No more than four hours with any one project.

COMM-ST 492 Advertising Campaigns Credits: 3  
The course content focuses on branding, re-branding or development of an identity program, and combines advertising planning with creative execution. Students will learn how to develop advertising/marketing/creative campaign plans for a specific client(s), conceptualize, design and develop all creative aspects including but not limited to logo/identity, copy, advertising, website development, app design, etc., and complete a presentation of the plans/briefs and final creative developments of the plans/briefs and creative to the client(s).  
**Prerequisites:** COMM-ST 446 or COMM-ST 447 or COMM-ST 387.

COMM-ST 498 Special Problems In Communication Studies Credits: 1-3  
Research and/or projects for advanced upper class students. Student must receive approval of advising professor in semester prior to enrollment. No more than three hours with any one instructor.

COMM-ST 554 Graduate Seminar: Screenwriting Credits: 3  
Students will complete their feature screenplay, focusing on acts two and three and then ready the script for submission to contests and industry contacts. We will focus on in-depth scene work, polishing dialogue and deepening theme.  
**Prerequisites:** COMM-ST 454 or ENGLISH 429B.

COMM-ST 557 Directed Graduate Studies: Readings Credits: 1-6  
Special Projects on the graduate level.

COMM-ST 558 Directed Graduate Studies: Non-Thesis Research Credits: 1-6  
Special projects on the graduate level.