College of Communication and Information Sciences

History and Objectives

The purposes of the College of Communication and Information Sciences are as follows:

• To offer courses leading to undergraduate and graduate degrees in those specialized areas necessary to prepare students to pursue careers in communication- and information-related areas.
• To provide students with a broad education that will allow them to become productive and creative citizens in society and leaders in their professions, their communities and the nation.
• To encourage students to pursue further formal study and self-education in communication- and information-related areas.
• To engage actively in research and service.

The college offers undergraduate and master’s degrees in Advertising, Communication Studies, Journalism, Public Relations and Telecommunication and Film as well as master’s degrees in Library and Information Studies and Book Arts. It offers an interdisciplinary doctoral degree. The College is the only communication unit in the state offering the bachelor’s, master’s and doctoral degrees.

The College prepares students for careers in the mass media and for positions in government, business, industry and education which require training in communication. A related purpose is to provide education in the processes of human and mass communication, teaching students to be effective communicators. The Digital Media Center and the Institute for Communication and Information Research are components of the College.

The School of Communication was created on July 1, 1973, by combining the existing Department of Journalism (founded in 1926) and Department of Broadcast and Film Communication (founded in 1940, now Telecommunication and Film) with University of Alabama Television Services in a single administrative unit. During its first year, the School of Communication created an additional department, the Department of Advertising and Public Relations, from course sequences that had been part of the Department of Journalism. University Radio Services was established in 1980, as was the Communication Research and Service Center (now the Institute for Communication Research). On May 16, 1981, the Department of Speech Communication (founded in 1932, now Communication Studies) moved from the College of Arts and Sciences to the School of Communication. The former School of Communication became the College of Communication on September 9, 1988, by action of the Board of Trustees of The University of Alabama in recognition of the school’s expanded role and scope. On July 1, 1997, the College of Communication and the School of Library and Information Studies merged to form the College of Communication and Information Sciences.

Admission and Retention Requirements

College of Communication and Information Sciences students should meet the general admission requirements of the University. The College has final authority in decisions concerning the possible application of junior college credit and other college credit toward a student’s major or minor requirements.

Lower Division and Upper Division

The curriculum of the College of Communication and Information Sciences is divided into a lower division and an upper division. The lower division consists of all communication courses at the 100 and 200 levels. The upper division consists of all communication courses at the 300 level or above. The College of Communication and Information Sciences has established both lower-division and upper-division requirements for students. All University of Alabama students who enroll in upper-division communication courses must have met the College’s upper-division requirements. Students who enroll in communication courses and do not meet the College’s requirements concerning prerequisite courses and grades will be administratively dis-enrolled on or before the first day of classes. Students who enroll in communication courses and fail to attend class meetings during the first week of classes will be administratively dis-enrolled.

Lower-division Requirements

A student who has completed the necessary prerequisite courses with the required minimum grade of C- may enroll in lower-division communication courses. Prerequisites are included in the course descriptions in this catalog, but they are subject to change.

Upper-division Requirements

To enroll in upper-division communication courses, a student must have completed the necessary prerequisite courses with grades of C- or higher and must have an overall grade point average of 2.0 or higher.
each major and six hours in each minor must be earned at the 300 or 400 level in residence.

**Independent Study by Correspondence**
Credit earned for correspondence courses may not exceed 25 percent of the coursework required by the University for graduation.

**Absences**
Students are expected to attend all classes. Specific course attendance policies are fully explained by the professors in their course syllabi.

**Policy on Prerequisites and Corequisites**
College of Communication and Information Sciences students must satisfy all course and grade prerequisites and all course corequisites. A student who fails to satisfy prerequisites and corequisites before enrolling in a course may be administratively disenrolled from that course on or before the first day of classes. It is, however, the student’s responsibility to drop a course when the specified prerequisites or corequisites have not been met.

**Policy on Auditing Courses**
A student who is registered for 12–18 hours may audit one course, but he or she may not take tests or a final examination in the audited course. No credit is earned by auditing courses.

**Policy on Repeating Courses**
Courses that satisfy requirements of a communication major may be enrolled in more than once in order to earn a minimum grade of C-. Each enrollment is included in the cumulative hours attempted and in the computation of the grade point average, but only the final enrollment may be counted toward the degree.

**Department and Program Requirements**

**Hours in the Major**
Students majoring in advertising or public relations must complete no fewer than 31 hours in the major. Students majoring in journalism must complete no fewer than 35 hours in the major. Students majoring in telecommunication and film must complete no fewer than 33 hours in the major. Students majoring in communication studies must complete no fewer than 36 hours in the major. The student must satisfy the major requirements of one of the College’s departmental programs (advertising, public relations, communication studies, journalism, or telecommunication and film). The maximum number of hours in the College of Communication and Information Sciences that may be counted toward the degree varies from department to department.

**Hours in the Minor**
In completing a single minor, the student is required to fulfill the requirements of the department that offers the minor. In the College of Arts and Sciences, for example, students must complete 18–22 hours in the minor subject, as required by that division’s departments. Students majoring in advertising, public relations, journalism and telecommunication and film may minor in communication studies. Students majoring in communication studies may minor in advertising, public relations, journalism or telecommunication and film.

Students in the College of Communication and Information Sciences may pursue two minors, subject to the following restrictions:

- Communication studies majors may have no more than one minor from the departments of advertising and public relations, journalism or telecommunication and film.
- At least one minor must be taken in the College of Arts and Sciences.
- Majors in advertising, public relations, journalism or telecommunication and film may not minor in any College of Communication and Information Sciences department except communication studies.
- All students must complete in residence a minimum of six to nine hours of courses numbered 300 or above in their major and minor subjects, depending on department.

**Multiple Majors**
Students majoring in one of the four mass communication degree programs in the College of Communication and Information Sciences may pursue additional majors in communication studies or any department outside the college. Students majoring in communication studies may pursue an additional major in any other department on campus. The student must meet all of the requirements for the second major that are in effect at the time the second major is declared. Students are encouraged to work with their academic adviser to develop a plan for a double major. Students who seek multiple degrees must obtain 150 hours and meet the requirements of each degree. Please see the University policy for further information.

**Transfer Students**
Transferability refers to the conditions under which The University of Alabama accepts credit from other post-secondary institutions for inclusion in the student’s record. It is essential to have transcripts evaluated prior to enrolling in any courses in the College of Communication and Information Sciences.

A transfer student must have earned a grade point average of 2.0 or higher (on a 4.0 scale) at the institution(s) previously attended. The student must have earned a grade of C- or higher in all transferred courses that are used to satisfy major requirements in the College of Communication and Information Sciences.

A student may transfer a total of 90 hours from another accredited four-year institution or a total of one-half of the hours needed for a degree from a junior college, provided that these maximum numbers do not conflict with accreditation requirements or other divisional requirements.

**Courses Outside the Major and Minor**
No more than 21 hours in any single subject other than the major or minor may be applied in fulfilling the minimum-hours graduation requirement (see the Hours and Grade Point Average section under General Degree Requirements for minimums).

**Specialized Minor in Other Divisions**
A student interested in a specialized minor in any other division (for example, the College of Human Environmental Sciences, College of Engineering or College of Arts and Sciences) should contact that division. Students also may develop a student designed minor through New College.

**Faculty**

- Dean
  - Nelson, Mark D.
- Senior Associate Dean for Administration
  - Bennett, Beth S.
- Associate Dean for Graduate Studies
  - Zhou, Shuhua
- Associate Dean for Research
  - Bissell, Kimberly
- Assistant Dean for Undergraduate Studies & External Relations
  - Hartley, Sara A.
- Assistant Dean for Assessment
  - Daniels, George
- Director of Financial Affairs
  - Danner, Melanie
- Director of Development
  - Portera, Neely J.
- Director, College Relations
  - Landers, Mollie S.
- Registrar
  - Jamagin, Alyson
- Coordinator, Student Services
  - Logan, Blakely
- Academic Adviser
  - Busby, Bridget S.
- Director, Digital Media Center
  - Brock, Elizabeth
- Professor emerita
  - Atkinson, Joan
- Professors emeriti
  - Deaver, Frank
- Harris, Thomas
- Malinconico, S. Michael
### Advertising and Public Relations (APR) Courses

#### APR 100. Professional Exploratory. 1 sem. hr.
The Professional Exploratory provides the student an opportunity to shadow advertising and PR professionals in the workplace while being introduced to current practices and trends in the field. Enrollment is by permission of the departmental chairman and the faculty sponsor. In order to qualify for APR 100, the student must have an overall GPA of at least a 2.0 and be a declared advertising or PR major or minor. One hour of credit may be earned for a Pass/Fail grade, determined by the agency supervisor’s evaluation report to the faculty sponsor at the end of the term. APR 100 may not be repeated for credit.

#### APR 221. Intro To Advertising. 3 sem. hrs.
A foundation course that includes historic and contemporary perspectives in advertising, examines advertising institutions, provides an overview of advertising theory, planning and practice, covers key advertising concepts and terminologies and offers interactions with advertising faculty and industry professionals.
Prerequisite(s):

#### APR 230. Intro to Public Relations for Non Majors. 3 sem. hrs.
Survey of public relations, including the development and contemporary status of the field, social and political perspectives, and an overview of the practice of public relations in business, government, associations, and other organizations. Infrequently offered.

#### APR 231. Intro Public Relations. 3 sem. hrs.
A foundation course that includes the development of historical, contemporary, social and political perspectives, examines public relations institutions, provides an overview of public relations theory, planning and the practice of public relations in business, government and other organizations. Key concepts and terminologies are also covered, complemented by interaction with public relations faculty and industry professionals.

#### APR 260. Design Applications. 1-3 sem. hr.
Provides training in the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as basic video editing and web development. Primary instruction is delivered online and administrated by an on-campus faculty member. This course is graded on a Pass/Fail basis.
Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or APR 221 or APR 231; and APR 260; and APR 322 or APR 422 or APR 332; and JN 150 and MC 101, and offers interactions with advertising faculty and industry professionals.

#### APR 270. Strategic Thinking (AD). 3 sem. hrs.
A case-study-based course devoted to the development of critical and strategic thinking skills needed to plan and execute advertising campaigns and related projects, with an emphasis on the decision-making process in regard to difficult ethical, leadership and revenue based scenarios, among others. Also emphasizes using research to effectively assess performance and competently develop a strategic communication plan.
Prerequisite(s): APR 221, APR 260, JN 150, and MC 101.

#### APR 271. Strategic Thinking (PR). 3 sem. hrs.
A case-study-based course devoted to the development of critical and strategic thinking skills needed to plan and execute public relations campaigns and programs, with an emphasis on using research to effectively assess public relations situations and competently developing a strategic communication plan. Also emphasizes development of the critical thinking skills necessary to evaluate and critique strategic communication plans.
Prerequisite(s): APR 210, APR 260, JN 150, and MC 101.

#### APR 280. Investigation and Insights. 3 sem. hrs.
Focuses on the planning, execution and application of research during the strategic communication process. Introduction to sound and effective social scientific methods commonly used by advertising and public relations practitioners to analyze and segment audiences, inform strategic planning and message development, and evaluate strategic communication plans and campaigns. Also emphasizes effectively analyzing and presenting research findings, as well as to making insightful conclusions and recommendations based on those findings.
Prerequisite(s): APR 221 or 231, APR 260, JN 150 and MC 101.

#### APR 300. Basic Principles of Design. 3 sem. hrs.
Focuses on the basic elements of layout and principles of design and their application in advertising and public relations work. Students will create assignments in AD or PR lab sessions according to major or minor.
Prerequisite(s): JN 150, MC 101, APR 221 or APR 231, and APR 260.

#### APR 310. Concepting. 3 sem. hrs.
Rooted in the development of ideation skills and helping students to self-identify as either art directors or writers. Students acquire techniques and develop personal discipline inherent to the generation of novel, sophisticated creative work based on a solid concept: the distinctive, guiding idea that drives campaign messages. Assignments are evaluated in group critiques, and each student completes a final portfolio by semester’s end.
Prerequisite(s): APR 221, APR 260, JN 150, and MC 101, and admission to creative specialization.

#### APR 320. Creative Thinking. 3 sem. hrs.
Focused on the appreciation and development of creative thinking skills for those who will assume advertising roles other than those traditionally located within creative departments. Also intended to foster understanding of how media and managerial specialists can work most productively with creative teams.
Prerequisite(s): APR 221, APR 260, JN 150, and MC 101, with admission to consumer specialization.

#### APR 322. Copywriting Seminar. 3 sem. hrs.
For aspiring writers, this course offers an intensive exploration of the craft across a variety of genres. Students gain an understanding of the power of words and the use of distinctive voices, with implications for strategic advertising copywriting. Students are also expected to research and write creative briefs. Writing proficiency is required and must be demonstrated in order to pass this W-designated course.
Prerequisite(s): JN 150, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, and admission to creative specialization.
Prerequisite(s) with concurrency: APR 410.

#### APR 325. Digital and Social Media. 3 sem. hrs.
Provides training in the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as applied skills associated with an art director’s daily work.
Prerequisite(s): APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, JN 150, and MC 101.
Prerequisite(s) with concurrency: APR 410.

#### APR 326. Strategic Thinking Seminar. 3 sem. hrs.
Focuses on the basic elements of layout and principles of design and their application in advertising via lectures, reading assignments and projects. Topics include color theory, typography, and layout as well as applied skills associated with an art director’s daily work.
Prerequisite(s): Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, JN 150, and MC 101.
Prerequisite(s) with concurrency: APR 410.

#### APR 327. Digital and Social Media Seminar. 3 sem. hrs.
Provides students with the practical, theoretical and analytical knowledge and skills required to successfully develop, monitor and execute digitally based and social media campaigns. Students will acquire a skill set based on the demands of current industry practice.

#### APR 328. Public Relations Writing. 3 sem. hrs.
For aspiring writers, this course offers an intensive exploration of the craft across a variety of genres. Students gain an understanding of the power of words and the use of distinctive voices, with implications for strategic advertising copywriting. Students are also expected to research and write creative briefs. Writing proficiency is required and must be demonstrated in order to pass this W-designated course.
Prerequisite(s): JN 150, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, and 20 hours in the major.

#### APR 380. Independent Study. 1-9 sem. hr.
Variable credit (1 to 9 hours). Analysis of advanced theoretical issues in commercial communication and offers interactions with public relations faculty and industry professionals.

#### APR 381. APR Practicum. 1-3 sem. hr.
Variable credit (1 to 3 hours). Supervised field experiences coupled with research and/or practicum courses.
Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110; and APR 221 or APR 231; and APR 260; and APR 322 or APR 422 or APR 332; and JN 150 and MC 101.

#### APR 385. Advertising Internship. 3 sem. hrs.
The course consists of approved work experience. Students may take one additional course when enrolled for internship credit. Grading of P/F is based on the employer’s evaluation of the student’s performance and on written reports submitted by the student. Students may take a total of only 3 hours in internship and/or practicum courses.
Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 221 and APR 260; and APR 322 or APR 422; and JN 150 and MC 101.
APR 386. Public Relations Internship. 3 sem. hrs.
• The course consists of approved work experience. Students may take one additional course when enrolled for internship credit. Grading of P/F is based on the employer’s evaluation of the student’s performance and on written reports by the student.
• Students may take a total of 5 hours in internship and/or practicum courses.
• Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 231 and APR 260 and APR 300 and APR 332 and JN 150 and JN 311 and MC 101.

APR 410. Portfolio I. 3 sem. hrs.
• This workshop course is devoted to the development and execution of portfolio pieces reflecting the pursuit of sound strategic and conceptual thinking. All work is done by art director/writer teams and finished executions are produced as the process of portfolio building begins. This work is reviewed by a jury of creative professionals at an end-of-semester critique.
• Prerequisite(s): APR 221, APR 260, APR 270, APR 280, APR 300, APR 301, APR 310, JN 150, and MC 101, and admission to creative specialization.

APR 411. Portfolio II. 3 sem. hrs.
• This workshop course is devoted to the continued development and professional-level execution of a complete advertising portfolio reflecting mastery of strategic and conceptual thinking. Each creative team’s work is both prepared and evaluated according to the highest industry standards and reviewed by a jury of creative professionals at an end-of-semester critique. Students are also advised regarding job search strategies and personal branding. This course may be repeated as a directed study with instructor permission.
• Prerequisite(s): APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, APR 322 or APR 323, APR 410, JN 150, MC 101, and admission to creative specialization.

APR 415. Online Magazine Writing. 3 sem. hrs.
• Writing and editing skills crucial to successful public relations practice are further developed. The course highlights some of the differences between writing for traditional print publications versus writing for emerging online communication channels. Students also research, plan, write, edit, produce and distribute a complete issue of Platform Magazine. Writing proficiency is required and must be demonstrated to pass this “W-designated” course.
• Prerequisite(s): Permission of instructor; JN 150, JN 311, MC 101, APR 231, APR 260, APR 271, APR 280, APR 300, and APR 332.

APR 418. Advertising Development. 3 sem. hrs.
• Theory and practice of idea development and portfolio building, with particular attention to the latest creative approaches being applied in advertising.
• Prerequisite(s): MC 101 and APR 221 and APR 300 and APR 260 and APR 322 and EC 110; and MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and JN 150.

APR 419. Public Relations Concepting and Implementation. 3 sem. hrs.
• Offers public relations students the chance to implement plans for increasing awareness and/or executing fundraising efforts on behalf of nonprofit organizations. This service learning experience culminates in the production of multiple portfolio pieces for at least one real-world client.
• Prerequisite(s): APR 231, APR 260, APR 271, APR 280, APR 300, APR 332, JN 150, JN 311, and MC 101.

APR 420. Political Communication. 3 sem. hrs.
• The purpose of this course is to explore the general character and dimensions of the cross-disciplinary field of political communication. The principal aim is to familiarize each participant with the literature and propositions surrounding key approaches, methods, and substantive areas of inquiry in political communication.
• Prerequisite(s): MC 101.

APR 421. Account Planning. 3 sem. hrs.
• This course prepares aspiring account planners to accept responsibilities unique to the practice, including, but not limited to: the writing of creative briefs, data analysis, new product development consultancy, maintenance of productive account team relationships, social anthropology-based research, foresight and media communication planning.
• Prerequisite(s): JN 150, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, and APR 320 or APR 325, with admission to account specialization.

APR 422. Channel Planning. 3 sem. hrs.
• A wide-ranging, strategically focused course intended to develop decision-making skills involving both traditional and non-traditional media as well as the use of other communication channels. Students execute a case study project that involves complex strategy and media buying.
• Prerequisite(s): APR 221, APR 260, APR 270, APR 280, APR 300, JN 150, and MC 101.

APR 423. A+PR Management. 3 sem. hrs.
• Examines the managerial role in both advertising and public relations practice. Key dimensions in communication management, including, but not limited to, professional and business ethics, business and financial literacy, media management, organizational culture and communication, and leadership are covered. A variety of teaching approaches—case studies, team projects, debates, simulations, student presentations, readings and lectures—are employed. Writing proficiency is required and must be demonstrated in order to pass this W-designated course.
• Prerequisite(s): APR 221 or APR 231, APR 260, APR 270 or APR 271, APR 280, APR 300, APR 332, JN 150, JN 311, MC 101 or permission of instructor.

APR 424. Advertising Campaigns. 3 sem. hrs.
• This experiential learning course affords students the opportunity to plan, execute and present a complete advertising campaign for a large regional, national or international client. Students, working in agency-style teams, apply both theoretical and practical knowledge acquired in their previous coursework.
• Prerequisite(s): Permission of Instructor.

APR 425. Crisis and Emergency Management. 3 sem. hrs.
• Explores the role of strategic and effective public relations practice in crisis management. Focuses on students learning the theory and practice of strategic crisis and emergency management and communication: how issues occur and develop, crises, their impacts on publics and society, and how they should be managed and communicated to publics. A variety of teaching/learning approaches—case studies, a team project, simulations, student presentations, readings and lectures, guest speakers—are used to enhance and increase student responsibility for learning.
• Prerequisite(s): APR 231, APR 260, APR 271, APR 280, JN 311, APR 332 and 20 hours in the major.

APR 426. International Public Relations. 3 sem. hrs.
• Explores the roles of public relations in different countries, in different contexts, and at the local, regional, national, and international levels. Covers current events, timely topics, and trends as they arise and as they are relevant to public relations, including how global technologies have created interconnections between and among corporate, activist, and nonprofit organizations and their stakeholder groups, forming networks of international communities without borders and accelerating the need for PR professionals who understand and can address cross-national and cross-cultural communications. Readings include academic scholarship in global public relations and public relations trade and business media sources around the world.
• Prerequisite(s): APR 231, APR 260, APR 271, APR 280, JN 311, APR 332 and 24 hours in the major.

APR 427. Public Relations Leadership. 3 sem. hrs.
• Public relations leaders represent vital human capital in organizations in today’s dynamic, high-speed communications world. This course describes the process or journey of becoming a PR leader and explores leadership theories, key research findings, top issues in the profession, roles and responsibilities of leaders, and the development process. Students will gain self-insights and develop their own leadership capabilities and capacities through diverse readings, assignments and exercises during the semester.
• Prerequisite(s): Permission of instructor; APR 231, APR 260, APR 271, APR 280, JN 311, APR 332 and 20 hours in the major.

APR 432. Public Relations Management. 3 sem. hrs.
• The course concentrates on public relations as an essential element in the effective management of any organization and examines the concepts, perspectives, and practices that apply to the management of communication programs directed to various audiences inside and outside the organization. Writing proficiency is required and must be demonstrated in order to pass this W-designated course.
• Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 231 and APR 260 and APR 300 and APR 332 and JN 150 and JN 311 and MC 101.

APR 433. Public Relations Campaigns. 3 sem. hrs.
• This experiential learning course affords students the opportunity to plan, execute and present a complete public relations campaign for a local, regional, national or international client. Students, working in teams, apply both theoretical and practical knowledge acquired in their previous coursework.
• Prerequisite(s): APR 231, APR 260, APR 271, APR 280, APR 300, APR 332, JN 150, and MC 101; one of the following: APR 415, APR 419, APR 423, APR 425, APR 426, or APR 427; and 6 hours of PR specialization courses.

APR 443. Political Advertising & Political Public Relations. 3 sem. hrs.
• Study of the role of political advertising and political public relations in contemporary American media. A consideration of proactive and reactive political advertising and public relations strategies.
• Prerequisite(s): APR 420 and MC 101.

APR 480. Readings In APR. 3 sem. hrs.
Communication Information Sciences (CIS) Courses

CIS 100. Freshman Compass College of Communication. 2 sem. hrs.
This course is designed for first-year majors in the College of Communication and Information Sciences. Students will learn about the various CIS majors, student resources and activities, advising, and career education.

Communication Studies (COM) Courses

COM 100. Rhetoric And Society. 3 sem. hrs.
The impact of public discourse on the ideas and issues of culture and history. Offered in the fall semester. NU designation for university core curriculum.

General introduction to communication studies as a way of understanding how humans coordinate social meaning and achieve communicative goals. The focus is on identifying the foundation of human communication and the functions of communication in everyday situations. Offered in the spring semester. SB designation for university core curriculum.

COM 104. Forensics. 1 sem. hr.
per semester (may earn up to 6 hours toward CM major). The individual events program focuses on the preparation and presentation of various kinds of speeches and on the oral interpretation of literature. The debate program focuses on the research and practice of oral argument.

COM 121. Crit Decisn Makng Honors. 3 sem. hrs.
Introductory course in thinking critically for the purpose of participating in the process of public decision making and understanding how discussion, argumentation, and persuasion function as communication forms for that process. NU designation for university core curriculum.

COM 122. Critical Decision Making. 3 sem. hrs.
Introductory course in thinking critically and speaking credibly for the purpose of participating in the process of public decision making and for responsible civic engagement. NU designation for university core curriculum.

COM 123. Public Speaking. 3 sem. hrs.
Theory and practice of basic principles of public speaking, with emphasis on the compositional and presentational aspects of communication in formal speaking situations. NU designation for university core curriculum.

COM 155. Freshman Seminar. 3 sem. hrs.

COM 195. Special Topics for Freshmen. 1-3 sem. hr.
Topics may vary.

COM 210. Oral Interpretation. 3 sem. hrs.
Beginning course in the oral interpretation of literature. The course covers principles and techniques of analyzing and presenting poetry, prose, and dramatic literature orally. NU designation for university core curriculum.

COM 220. Interpersonal Communication. 3 sem. hrs.
Study of verbal and nonverbal communication in the evolution of human relationships. SB designation for university core curriculum.

COM 225. Small Group Communication. 3 sem. hrs.
Survey and application of basic group communication principles as related to task-oriented interpersonal, small-group, and large-group dynamics, within the context of complex organizations.

COM 250. Nonverbal Communication. 3 sem. hrs.
This course introduces the basic concepts related to the study of nonverbal communication and explores the application of nonverbal code information to specific communication contexts.

COM 270. Discourse of Sport: Theory and Practice. 3 sem. hrs.
Introduces students to the major concepts, theories, and methodological perspectives that Communication Studies scholars bring to the study of sport.

COM 295. Special Topics. 3 sem. hrs.
Reading and discussion in areas of significance. Topics vary.

COM 300. Human Communication Research. 3 sem. hrs.
Focus on how communication research can be used to answer practical questions related to human communication and the media. Emphasis is given to critical analysis and empirical research. Prerequisite(s): COM 101.

COM 301. Intro Rhetorical Theory. 3 sem. hrs.
Survey of the historical development of rhetorical theory from the classical period to the present. Prerequisite(s): COM 100 or COM 123.

COM 310. Rhetorical Criticism. 3 sem. hrs.
Survey of critical approaches to rhetorical analysis of discourse. Writing proficiency within this discipline is required for a passing grade in this course. Prerequisite(s): COM 100.

COM 320. Truth, Ethics, and Deception. 3 sem. hrs.
An introduction to the major concepts, theories, and issues related to deceptive communication in a variety of arenas, such as relationships, the law, and the media. Students will learn about flaws in research on deception, how effective studies can be conducted, and will develop an enhanced ability to detect deception in everyday life. Prerequisite(s): COM 100 or COM 101.

COM 322. Advanced Public Speaking. 3 sem. hrs.
Advanced exploration of principles and models of contemporary public address. Prerequisite(s): COM 104 or COM 121 or COM 122 or COM 123.

An investigation of rhetorical constructions of social identities through cases of popular culture. Emphasis is on how mediated constructions come to reflect and reify dimensions of race/ethnicity, gender, class, sexualities, education, religion, abilities, and other subject positions.

COM 341. Rhetoric & Amer Politics. 3 sem. hrs.
Introduction to the structures and functions of written, spoken, and electronically mass-mediated political discourse in contemporary society. Writing proficiency within this discipline is required for a passing grade in this course.

COM 342. Rhetoric Social Protest. 3 sem. hrs.
Study of social protest discourse and how it functions rhetorically. Writing proficiency within this discipline is required for a passing grade in this course.

COM 345. Argumentation. 3 sem. hrs.
Theory and practice of argumentation, applying basic principles to both oral and written discourse.

COM 349. Practicum In Forensics. 3 sem. hrs.
Practical experience in establishing and administering forensic programs, preparing students for competitive forensics events, rendering critical judgments, and conducting forensics tournaments.

COM 350. Organizational Communication. 3 sem. hrs.
Theoretical approach to the study of human communication in the organization context. Emphasis is on predominant organizational communication theories and communication networks, as well as dyadic, small group, and public communication processes.

COM 352. Business Prof Communication. 3 sem. hrs.
Junior or Senior Standing. Application of self-presentation and interaction concepts and skills to the transition from undergraduate studies to professional life, including resume preparation and presentation, interviewing, and interaction management in business and professional settings.

Provides an introduction to the critical understanding of visual images and their uses in a variety of rhetorical actions that humans perform in persuasion, informing, governing, remembering and authorizing public life and culture.

COM 395. Special Topics. 3 sem. hrs.
Reading, research, and discussion in areas of significance. Topics vary.

COM 413. Communication & Diversity. 3 sem. hrs.
Study and analysis of issues of diversity as they relate to groups in society and in communication fields. Emphasis is on the media's treatment of various groups in society. Writing proficiency is a requirement for passing the course. W designation for University core curriculum.

COM 415. African American Rhetoric. 3 sem. hrs.
A historical-critical investigation of African American public discourse from the Revolutionary era to the present, exploring rhetorical strategies for social change and building community. Writing proficiency within this discipline is required for a passing grade in this course. Prerequisite(s): COM 100.

COM 415. African American Rhetoric. 3 sem. hrs.
A historical-critical investigation of African American public discourse from the Revolutionary era to the present, exploring rhetorical strategies for social change and building community. Writing proficiency within this discipline is required for a passing grade in this course. Prerequisite(s): COM 100.

COM 423. Practicum in Public Speaking Training. 3 sem. hrs.
Practical experience in public speaking in preparation for the classroom and for civic and professional settings.

COM 425. Gender & Political Communication. 3 sem. hrs.
Study of gender differences in political messages and voter orientation, masculine ideals of leadership, women's roles and advancement in the political sphere, and media representations.

Prerequisite(s): COM 100 or COM 101.
COM 436. Independent Study. 1-3 sem. hr.
Those permitted to do independent study will be required to participate in an undergraduate research colloquium as necessary to completing the work for academic credit.

Advanced course focusing on current trends and issues in organizational communication. Course content will center on a variety of topics designated important to the conceptualization and successful operation of organizations. Writing proficiency within this discipline is required for a passing grade in this course. Prerequisite(s): COM 300 or COM 350.

COM 460. Group Leadership. 3 sem. hrs.

COM 462. Theories Of Persuasion. 3 sem. hrs.
Critical review of social influence theories and practice in the area of persuasion and human action. Special emphasis is given to the application of the theories in interpersonal and organizational communication contexts.

COM 463. Relational Communication. 3 sem. hrs.
Focused investigation of communication in close personal relationships, with primary emphasis on contemporary concepts and theories of romantic relationships and friendships. Writing proficiency is a requirement for passing the course. W designation for university core curriculum. Prerequisite(s): COM 220.

COM 465. Intercultural Communication. 3 sem. hrs.
Survey and analysis of major concepts, theories, and research dealing with communication between people of different cultural backgrounds in multicultural and international settings. Prerequisite(s): COM 100 or COM 101.

COM 467. Seminar Public Address. 3 sem. hrs.
A topical consideration of individual case studies from public discourse, designed to probe problems of the nature of the audience, the ethics of persuasion, and the power of public advocacy in mass society.

COM 469. Communication & Gender. 3 sem. hrs.
Explores the role of communication in the construction of gender. Covers theories of gender construction, as well as the roles of gender and communication in various relational contexts. (This is an approved course for the minor in women’s studies.). Prerequisite(s): COM 100 or COM 101.

COM 490. Field Experience in Communication Studies. 3 sem. hrs.
Supervised field experience in communication studies. Must meet departmental requirements for eligibility to be approved for this course. Prerequisite(s): COM 100 or COM 101.

COM 495. Special Topics. 3-6 sem. hrs.
Reading, research, and discussion in areas of significance. Topics vary. Prerequisite(s): COM 100 or COM 101.

COM 499. Capstone Seminar. 3 sem. hrs.
Gives advanced students an opportunity to integrate and synthesize what they have learned in the communication studies major. Topics will vary. Prerequisite(s): COM 100 and COM 310; or COM 101 and COM 300.

Information Sciences (IS) Courses

IS 100. Info I: Info Access & Evaluati. 3 sem. hrs.
How to find and use information in systems designed and managed by others: asking questions; access; selection; evaluation; synthesis; and design of research projects.

Ways in which the new information technologies are transforming society and issues raised by the information environment’s rapid changes.

Journalism (JN) Courses

The role of journalism in a democratic society, emphasizing history, law and ethics. Students are introduced to career options and opportunities for journalism majors and minors. Students start a professional blog, which will be used as their work portfolio as they progress in the department. Required of all majors and minors in the department.

JN 150. Mechanics of Media Writing. 1 sem. hr.
The logic of sentence and paragraph structure in the context of media writing, with an emphasis on grammar, punctuation and word choice. This online course is required for journalism, advertising and public relations majors and minors.

JN 200. Foundations of Journalism and Social Media. 3 sem. hrs.
Introduction to the traditional and emerging concepts and practices of journalism, including writing and design, uses of social media, news, values, history, law and ethics. Not required of JN majors and minors but can be an elective. This is a Core Humanities designated course.

JN 261. Visual Journalism. 3 sem. hrs.
This course introduces students to visual concepts used in journalism. Emphasis on using digital still photography and digital videos to communicate information to audiences across media platforms. Prerequisite(s): JN 101 or JN 200 or APR 221 or APR 231; and JN 150 and MC 101.

JN 311. News Writing and Reporting. 3 sem. hrs.
Fundamentals of newsgathering and newswriting for news and public relations. This course is a prerequisite for all succeeding journalism and PR courses. Writing proficiency within this discipline is required for a passing grade in this W-designated course. Prerequisite(s): JN 261 and JN 311.

JN 312. Editing and Digital Production. 3 sem. hrs.
Preparing news content for publication across media platforms, with an emphasis on clarity, meaning and accuracy in writing and presentation. The course’s labs are held within a working professional newsroom. Writing proficiency is required for a passing grade in this W-designed course. Prerequisite(s): JN 261 and JN 311.

JN 314. Professional Writing. 3 sem. hrs.
Advanced practice of newsgathering and newswriting for specialized topic areas, ranging from hard news stories on topics such as government, education, and the environment to soft news, human interest, and feature stories. Writing proficiency is required for a passing grade in this W-designated course. Prerequisite(s): JN 311.

JN 315. Advanced News Writing & Reporting. 3 sem. hrs.
Advanced practice of newsgathering and newswriting for specialized topic areas, ranging from hard news stories on topics such as government, education, and the environment to soft news, human interest, and feature stories. Writing proficiency is required for a passing grade in this W-designated course. Prerequisite(s): JN 261 and JN 311.

JN 318. Sports Writing & Reporting. 3 sem. hrs.
Newsgathering and newswriting for sports journalism. Students cover a beat and write both hard news stories (game stories, breaking news) and soft news (human interest and features) about their areas. Prerequisite(s): JN 311.

JN 320. Intermediate Journalism Design. 3 sem. hrs.
Survey and application of techniques and practices in presenting information visually, including infographics, photojournalism, and design and layout of publications and websites. Prerequisite(s): JN 261 and JN 311.

JN 325. Reporting Writing Across Media. 3 sem. hrs.
Emphasizes process of conceptualizing and executing news and feature content in text, audio and video for multiple media platforms, including print, online, broadcast, mobile and social media. Prerequisite(s): JN 261 and JN 311.

JN 361. Intermediate Photojournalism. 3 sem. hrs.
Further instruction in the tools, concepts and practice of using digital still photography and video to communicate information to audiences. Emphasis on storytelling, technical proficiency and specialized techniques. Prerequisite(s): JN 261 and JN 311.

JN 380. Independent Study. 1-3 sem. hr.
Analysis of current issues and practices in journalism under the supervision of a faculty member. May be repeated for credit provided the topics are different. Prerequisite(s): JN 311.

JN 382. Internship. 1-6 sem. hr.
Variable credit (1 to 6 hours). Students may take up to 6 hours of internship credit toward their degree. For each credit, students work at least 60 hours under the supervision of a media professional. Students complete a journal and portfolio for evaluation. Prerequisite(s): JN 311 and 45 completed hours.

JN 411. Depth Reporting & Writing. 3 sem. hrs.
Reporting and writing longer news and feature stories for publication in print and online. Students learn advanced techniques in information gathering, story organization, non-fiction writing and multimedia elements. Writing proficiency is required for a passing grade in this W-designated course. Prerequisite(s): JN 315 or JN 318.

JN 412. Opinion Writing. 3 sem. hrs.
The art and practice of writing editorials, reviews, columns and other persuasive forms for print and online. Writing proficiency is required for a passing grade in this W-designated course. Prerequisite(s): JN 315 or JN 318.

JN 415. Advanced Magazine Writing. 3 sem. hrs.
Writing and editing of long-form articles for publication in print and online depth magazines. Students learn advanced narrative non-fiction writing techniques and how to gather information for longer feature stories. Writing proficiency within this discipline is required for a passing grade in this W-designated course. Prerequisite(s): JN 315 or JN 318.
Overview and application of the methods used in quantitative and qualitative mass communication research.
Prerequisite(s): MC 101.

MC 409. History Mass Communctr. 3 sem. hrs.
Study of the historical development of mass communication. May be taken for graduate credit. Writing proficiency in this discipline is required for passing this W-designated course.
Prerequisite(s): MC 101.

MC 413. Mass Communication, Service & Diversity. 3 sem. hrs.
In this service-learning designated class, students study and analyze mass communication issues of diversity as they relate to groups in society. Students work with area partners on projects related to reaching diverse, mass audiences. Writing proficiency in this discipline is required for passing this W-designated course.
Prerequisite(s): MC 101.

MC 421. Political Communication. 3 sem. hrs.
The purpose of this course is to explore the general character and dimensions of the cross-disciplinary field of political communication. The principal aim is to familiarize each participant with the literature and propositions surrounding key approaches, methods, and substantive areas of inquiry in political communications. Writing proficiency in this discipline is a requirement for passing this W-designated course.
Prerequisite(s): MC 101.

MC 425. Media Management. 3 sem. hrs.
The structure and function of media organizations. The decision-making processes inherent in running complex media businesses. Effective leadership styles. Traditional marketing perspectives applied to media. Laws and regulations that affect media management. Writing proficiency in this discipline is required and must be demonstrated in order to pass this W-designated course.
Prerequisite(s): MC 101.

MC 426. Race, Gender and Media. 3 sem. hrs.
This discussion-oriented class examines the mass media through the lenses of race, ethnicity and gender. The course helps future media practitioners be aware of their roles in creating content that reflects increasingly multicultural audiences. Using current, contemporary and classic media texts, students critically analyze media messages and understand the importance of a diverse workforce.
Prerequisite(s): MC 101 and 61 hours.

MC 495. Special Topics. 3 sem. hrs.
Special topics in mass communication theory and research. May be taken for graduate credit.
Prerequisite(s): MC 101.

Telecommunication and Film (TCF) Courses

TCF 100. Intro To Telecommunication. 3 sem. hrs.
Explores film, television, news, and new media with a focus on story, and examines how each of these mediums function at both the level of individual and the level of global society.

TCF 101. Fundamentals in Media Technology. 3 sem. hrs.
This introductory course is a required basic overview of video production specifically designed for students in media production and electronic news or sports. This course emphasizes modes of video storytelling through technical skill development of cameras and sound recording equipment. TCF 101 is a combination of lectures, hands-on exercises, and assignments. Successful completion of this course requires a written and hands-on technical proficiency examination with a C- or better. Students may only take this course twice.
Prerequisite(s): TCF 100.

TCF 112. Motion Pict Hy Criticism. 3 sem. hrs.
Development of the cinema, with emphasis on relation of technical advances to film content and style.

TCF 145. Media Production. 3 sem. hrs.
Through lectures and hands-on projects, students will learn the equipment and techniques used in media production and editing. Open to non-majors, TCF Management majors, and TCF Critical Studies majors. NOT open to TCF Media Production or TCF Documentary majors.

TCF 155. Freshman Seminar. 3 sem. hrs.
Freshman Seminars fulfill a core curriculum requirement while enhancing students academic development using critical skills, writing and field experience.

TCF 201. Intro to Video Production. 3 sem. hrs.
Introduces students to theories and techniques of video production and post-production. Topics include script formatting, camera technique, lighting, sound, and editing. In this hands-on course, students will produce short video projects that emphasize technical proficiency and visual storytelling.
Prerequisite(s): TCF 100 or TCF 112 Sophomore standing or higher; TCF majors only.
TCF 215. Writing Presentn Telecom. 3 sem. hrs.
Study of and practice in techniques and skills used in writing and presenting scripts, copy, and professional reports as required by telecommunication media.
Prerequisite(s): TCF 100.

TCF 241. The Documentary Form. 3 sem. hrs.
The documentary as an informative and persuasive means of communication. Analysis and discussion of selected documentaries.
Prerequisite(s): TCF 100.

TCF 286. Intro to Reporting. 3 sem. hrs.
Students will learn the terminology of the electronic reporting industry and will begin writing for broadcast. This course also covers basic equipment used in the newsroom and in the field, and serves as the foundation class for the TCF Reporting sequence.
Prerequisite(s): TCF 100.

TCF 287. Symposium. 1 sem. hr.
Visiting professionals series on various topics.

TCF 288. News Shadowing Intern. 1 sem. hr.
Provides students with an opportunity to follow media professionals on the job and discover career requirements before beginning the news sequence.
Prerequisite(s): TCF 100.

TCF 301. Intro to Audio Production. 3 sem. hrs.
This course examines sound recording and audio post-production. Students will learn the basics of microphone properties, microphone placement, recording techniques, editing, and sound design.
Prerequisite(s): TCF 112 and TCF 201.

TCF 305. Telecom Audience Analys. 3 sem. hrs.
Study of methods used in gathering information about telecommunication audiences. Analysis, interpretation, and application of information to decision making in electronic media.
Prerequisite(s): TCF 100.

TCF 310. Telecommunication Programming. 3 sem. hrs.
Program planning, development, and strategies for radio and television stations, networks, cable systems, and syndication. Writing proficiency within this discipline is required for a passing grade in this course.
Prerequisite(s): TCF 100.

TCF 311. Critical Stdy Television. 3 sem. hrs.
Critical analysis of television programs and commercials. Examples are presented for study and evaluation.
Prerequisite(s): TCF 100.

TCF 312. Advanced Videography. 3 sem. hrs.
In this hands-on intensive production workshop, students will develop their creative vision, aesthetic eye, and technical skill to help materialize their ideas on screen. Topics include digital video cameras, framing, composition, camera movement, and lighting techniques.
Prerequisite(s): TCF 201.

TCF 315. Scriptwriting. 3 sem. hrs.
Introduction to writing scripts for television and film. Emphasis includes both the creative and technical aspects.
Prerequisite(s): TCF 100 or TCF 112.

TCF 321. Announc Perform For Rtv. 3 sem. hrs.
Practical approach to techniques and practices necessary for effective appearances on electronic media. Emphasizes copy interpretation, interview skills, and studio performance for microphone and camera.
Prerequisite(s): TCF 100.

TCF 331. Intro to Reporting. 3 sem. hrs.
Introduction to the preparation and presentation of news, sports, and entertainment for the electronic media.
Prerequisite(s): TCF 100.

TCF 332. Intermediate Electronic Reporting. 3 sem. hrs.
Elements of news reporting for the electronic media, with focus on radio writing, reporting, and performance. Writing proficiency is required for a passing grade in this W-designated course.
Prerequisite(s): TCF 288 and TCF 331.

TCF 333. Advanced Electronic Reporting. 3 sem. hrs.
Advanced examination, preparation, and presentation of news for the electronic media. Activities include writing, electronic news gathering, reporting, and anchoring.
Prerequisite(s): TCF 100 and TCF 332.

TCF 334. Electronic News Capstone/Portfolio. 3 sem. hrs.
Practical application of electronic news reporting and anchoring with an emphasis on preparing a career portfolio.
Prerequisite(s): TCF 100 and TCF 332 and TCF 333.

TCF 335. New Media. 3 sem. hrs.
Preparation and presentation of news and sports for new media outlets, including internet formats.
Prerequisite(s): TCF 333.

TCF 336. Ethics in Electronic News. 3 sem. hrs.
Survey of ethical concerns in electronic media with an emphasis on news. Students will learn terms related to ethical issues, evaluate the impact of terms and words on cultural groups, develop their own ethical "base," and consider how they might act ethically within the constraints of their professional work.
Prerequisite(s): TCF 100.

Study of motion pictures produced throughout the world. Subjects may change each time course is offered. Writing proficiency is required for a passing grade in this course.
Prerequisite(s): TCF 112.

TCF 351. Commercial Production. 3 sem. hrs.
This course offers students the opportunity to combine their knowledge and skills in creating and producing broadcast commercials. Students will be involved in all stages of the process from research and development of scripts to production and postproduction of finished commercials and final presentation of the finished product.
Prerequisite(s): TCF 201.

TCF 357. Production Management. 3 sem. hrs.
Study of and practice in techniques and skills used in organizing location shoots for television, film, documentaries, and commercials.
Prerequisite(s): TCF 100 or TCF 112.

TCF 361. Intro to Post Production. 3 sem. hrs.
In this project-driven course, students will learn and practice non-linear video editing principles and techniques, media management, sound design, and digital theory.
Prerequisite(s): TCF 100 or TCF 112.

Advanced study and practice in the skills needed for successful production management, including professional software. Emphasis placed on critical thinking, problem solving and team building.
Prerequisite(s): TCF 100 and TCF 357.

TCF 380. Independent Study. 1-3 sem. hr.
Investigative studies in telecommunication and film. May be repeated.

TCF 381. Tcf Practicum. 1-3 sem. hr.

TCF 387. Tcf Internship. 1-3 sem. hr.
Supervised field experience in approved operations in the telecommunication and film industries. No more than 3 hours credit for TCF 387 may be applied toward a degree.

TCF 389. Telecom Applied Topics. 3 sem. hrs.
This is a special topics class which has different topics for each class.
Prerequisite(s): TCF 100.

TCF 390. Electronic Media Sales. 3 sem. hrs.
Understanding prospective clients' businesses; knowledge and application of audience research; application of the marketing model; understanding of effective media mix and advertiser buying influences; assessment of competitive advantages; and written presentations.
Prerequisite(s): TCF 100.

TCF 398. Production Crew. 1-3 sem. hr.
Prerequisite(s): TCF 201.

TCF 411. Seminar in Critical Studies. 3 sem. hrs.
Advanced study of selected topics in television or film criticism.
Prerequisite(s): MATH 100 OR MATH 110 OR MATH 112 OR MATH 113 OR MATH 115 OR MATH 121 OR MATH 125 OR UA Math Placement Test Score of 190 OR ACT Math Subscore of 28 OR SAT Math Subscore of 690.

TCF 412. Screen Directing. 3 sem. hrs.
Advanced instruction in directing for television and film with an emphasis on directing actors, blocking for the camera, and narrative production techniques. Course includes the production of short fiction projects on digital video.
Prerequisite(s): TCF 201 and TCF 361 and TCF 312.

TCF 420. Telecommuncatn Effects. 3 sem. hrs.
Study of individual and social effects of electronic mass media, with emphasis on research results.
TFC 425. TCF in LA Part 1: Industry Tour & Seminar. 3 sem. hrs.
Focused on professional development of aspiring filmmakers, particularly those wishing to build a career in a creative media industry in a large city. Students learn about film, television and media industries and network with TCF alums who now work in Los Angeles. Students must sign up for both TCF 425 and TCF 426. Offered Summer only.
Prerequisite(s): TCF 100; Enrollment by application only. Permission of Instructor required.

TFC 426. TCF in LA Part 2: The Industry Experience. 3 sem. hrs.
Students learn about film, television and media industries as the second part of their LA experience. Students must sign up for both TCF 425 and TCF 426 in the same summer. Offered Summer only.
Prerequisite(s): TCF 100; Enrollment by application only. Permission of instructor is required.

TFC 433. Broadcast News Analysis. 3 sem. hrs.
Historical and critical study of electronic-media news in the United States. Writing proficiency is required for a passing grade in this W-designated course.

TFC 434. Documenting Justice I. 3 sem. hrs.
Interdisciplinary course in ethnographic filmmaking, focusing particularly on analyzing the many dimensions of culture and social experience. Students produce a short documentary film on a story of justice or injustice in Alabama. A two semester course.

TFC 435. Documenting Justice II. 3 sem. hrs.
Interdisciplinary course in ethnographic filmmaking focusing particularly on analyzing the many dimensions of culture and social experience. Students produce a short documentary film on a story of justice or injustice in Alabama. Second semester of course.
Prerequisite(s): TCF 434.

Surveys of international electronic media systems. The course will look at variables that shape the systems including government structure, laws, geography, history, economic support, technology, and audience needs and demands.
Prerequisite(s): TCF 100.

TFC 437. Specializations in Production Management. 3 sem. hrs.
Examines the special requirements needed for production managers in areas outside of the standard television or film production. Topics include animation, gaming and documentaries.
Prerequisite(s): TCF 367.

TFC 438. Producing. 3 sem. hrs.
Examines the economic structures and business practices used by the entertainment industry. This includes development contract law, financing, distribution, pitching and negotiating with Guilds & Unions.
Prerequisite(s): TCF 437.

TFC 440. Sem In American Cinema. 3 sem. hrs.
Study of selected topics in United States film. Writing proficiency is required for a passing grade in this W-designated course.
Prerequisite(s): TCF 112 or permission of instructor.

TFC 441. Documentary Production. 3 sem. hrs.
This course guides students through the design, pre-production planning, production, postproduction and subsequent evaluation of individual and group documentary project(s). Instruction topics include contemporary visual storytelling, cinematic philosophies, ethical issues, research, funding, and distribution.
Prerequisite(s): TCF 201 and TCF 361 or TCF 351 or TCF 312 or TCF 301;
TFC 442. Advanced Video Projects. 3 sem. hrs.
The application of advanced production skills, including directing, videography, editing, and production management, in the production of a polished, short-subject film on digital video. Students work in groups over the course of the semester, shepherding film project from preproduction to exhibition.

TFC 444. Sem Telecom/Film Topics. 3 sem. hrs.
Analysis of contemporary issues in the broadcasting, cable, and/or motion picture industries, including social aspects. Topics vary with instructor. May be repeated 3 times (9 hours credit) with different topics.
Prerequisite(s): TCF 100 C- or better.

TFC 445. Telecommuncatin Media Mgt. 3 sem. hrs.
Study of broadcast station and network organization, cable systems, decision-making processes, and research techniques.

TFC 446. Anatomy of a Crime. 3 sem. hrs.
Anatomy of a Trial is a year-long specialized interdisciplinary service-learning course in narrative nonfiction. Focusing on a single story of an injustice in the state of Alabama, the class collaborates to use film, audio and other mediums to create a media-rich web-based narrative telling our chosen story in its broader social and historical context.