CMN - COMMUNICATION

CMN Class Schedule (https://courses.illinois.edu/schedule/DEFAULT/DEFAULT/CMN/)

Courses

CMN 101  Public Speaking  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/101/)
Preparation and presentation of short informative and persuasive speeches; emphasis on the selection and organization of material, methods of securing interest and attention, and the elements of delivery. Credit is not given for both CMN 101 and either CMN 111 or CMN 112. Day1Access course materials information is available at https://go.illinois.edu/Day1Access.

CMN 111  Oral & Written Comm I  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/111/)
Principles and practice in communication; stress on fundamentals of critical thinking in writing and speaking. The campus Composition I general education requirement is fulfilled by this course in conjunction with CMN 112. Credit is not given for both CMN 111 + CMN 112, and other courses that fulfill the Composition I requirement (such as RHET 101+RHET 102, RHET 105, ESL 115); Credit is also not given for both CMN 111+ CMN 112, and CMN 101. CMN 111+ CMN 112 cannot be taken by students who have completed the campus Composition I general education requirement. This course satisfies the General Education Criteria for: Compoision I

CMN 112  Oral & Written Comm II  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/112/)
Continuation of Oral & Written Comm I; stress on deliberation and fundamentals of communication and public argument through speaking and writing. The campus Composition I general education requirement is fulfilled by this course in conjunction with CMN 111. Credit is not given for both CMN 111+CMN 112 and other courses that fulfill the Composition I requirement (such as RHET 101+ RHET 102; RHET 105; ESL 115); Credit is also not given for both CMN 111+ CMN 112 and CMN 101. CMN 111+ CMN 112 may not be taken by students who have completed the campus Composition I general education requirement. Prerequisite: CMN 111. This course satisfies the General Education Criteria for: Composition I

CMN 199  Undergraduate Open Seminar  credit: 0 to 5 Hours. (https://courses.illinois.edu/schedule/terms/CMN/199/)
May be repeated to a maximum of 6 hours.

CMN 204  Internship in Teaching Comm  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/204/)
Supervised experience in assisting in the teaching of an undergraduate course in communication; practice in preparing and presenting brief lectures, conducting activities within class, and assisting students outside of class. Prerequisite: Junior standing, cumulative 3.0 grade-point average, 3.5 grade-point average in Communication coursework, recommendation from an instructor, and approval by application.

CMN 210  Public Comm in Everyday Life  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/210/)
Introduces concepts useful for the critical analysis of public communication in everyday life. Drawing on communication theory and practice, especially theories of rhetoric, the course investigates techniques of persuasion, offers tools for critical analysis of public discourse, and considers the political and ethical implications of various forms of public communication. This course satisfies the General Education Criteria for: Humanities - Hist Phil

CMN 211  Business and Professional Communication  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/211/)
Focus on relevant theory and research on communication strategies and skills vital to diverse business and professional contexts. Topics include personal branding and self-marketing; job interviewing basics; business ethics; business writing; networking; professional etiquette and behaviors; and business presentations. Activities include presentations, written assignments, and practice interviews. Prerequisite: CMN 101.

CMN 212  Intro to Organizational Comm  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/212/)
Considers major theories, research questions, and approaches to organizational communication.

CMN 213  Small Group Communication  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/213/)
Considers major theories, processes, and practical measures contributing to effective communication in small group and team contexts.

CMN 214  Organizational Communication & Diversity  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/214/)
A focus on the knowledge, skills, and abilities needed for students to understand and address various components of diversity in organizations. This class is designed to give students an environment to discuss diverse perspectives related to organizations. Thus, this course will explore such areas as power, gender, race, social class, sexuality, ability and age. The relationship between these areas to organizational communication concepts such as, assimilation & socialization, power, culture, employee conflict and relationships will be explored. Students do not need to have any prior knowledge of organizational communication in order to benefit from this course. Students will draw from their personal and familial organizational socialization experiences to learn about the role of culture in organizations. This course satisfies the General Education Criteria for: Cultural Studies - US Minority
CMN 215 Interviewing: The Art and Science of Effective Questioning  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/215/)  
Questioning is fundamental to human communication. The process  
for questioning in a structured, purposeful way is called interviewing,  
which is both an art and a social science. Students will learn theoretical  
principles related to major types of interviews and apply this knowledge  
through practice as both interviewer and interviewee, leading to  
competency in employment and informational interviews. Additionally,  
they will learn to be a critical observer of interviews taking place in  
the public sphere. Credit is not given for both CMN 115 and CMN 215.  
Prerequisite: CMN 101 or CMN 111 and CMN 112.  
CMN 220 Communicating Public Policy  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/220/)  
Study of the nature of policy-oriented communication; analysis and  
formulation of positions on issues of professional, personal, or public  
interest; design and presentation of public policy messages addressed  
to varying tasks and audiences, with special emphasis on advanced  
writing skills. Prerequisite: Completion of campus Composition I general  
education requirement.  
This course satisfies the General Education Criteria for:  
Advanced Composition  
CMN 230 Intro to Interpersonal Comm  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/230/)  
Study of communication theory and its application to interpersonal  
relationships; extensive discussion of problems of conflict and  
misunderstanding in personal affairs to facilitate the development  
of knowledge, insights, and skills in the processes of face-to-face  
interaction.  
This course satisfies the General Education Criteria for:  
Social Beh Sci - Soc Sci  
CMN 231 Communication and Conflict  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/231/)  
Examines how people experience and manage conflict in both private  
and public settings. Units focus on conflict in interpersonal, small group,  
and organizational contexts.  
This course satisfies the General Education Criteria for:  
Social Beh Sci - Beh Sci  
CMN 232 Intro to Intercultural Comm  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/232/)  
Introduction to the study of intercultural communication in a variety of  
contexts, including domestic and international; examines theory and  
research to explain what happens when people from different cultural  
and linguistic backgrounds interact. Requires students to think critically  
about the ways in which "taken-for-granted" ways of thinking, acting, and  
interacting are culturally specific.  
This course satisfies the General Education Criteria for:  
Cultural Studies - Non-West  
Social Beh Sci - Soc Sci  
CMN 250 Social Movement Communication  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/250/)  
Examines the communication strategies of social movements,  
concentrating on the types of messages that social movements create  
(including rhetorical messaging, social protest, grassroots organizing,  
fundraising, and media outreach). Focuses on the communication of  
major 19th, 20th, and 21st century social protest movements, including  
movements for civil rights, environmentalism, women's rights, and others.  
Emphasizes the functions of communication for identity formation,  
promulgation, and social change. Provides knowledge and tools for the  
analysis and production of messages.  
This course satisfies the General Education Criteria for:  
Cultural Studies - US Minority  
CMN 260 Intro to Health Communication  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/260/)  
Introduces theory and research on communication in health and illness  
contexts. Explores how messages from media, interpersonal, and  
organizational sources affect health beliefs and behaviors.  
This course satisfies the General Education Criteria for:  
Social Beh Sci - Beh Sci  
Cultural Studies - Western  
CMN 275 Media, Money and Power  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/275/)  
Describes the political economy of the media in the U.S. Acquaints  
students with a core understanding of how the media system operates,  
and with what effects, in a capitalist society. Examines the role of  
advertising, public relations, corporate concentration, and government  
regulation upon news reporting, entertainment, culture, and participatory  
democracy. Also examines issues related to the Internet, globalization,  
and public broadcasting.  
This course satisfies the General Education Criteria for:  
Humanities - Hist Phil  
Cultural Studies - Western  
CMN 277 Introduction to Mediated Communication  
credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/277/)  
Survey of the history, structure, forms, and social effects of the American  
mass media, with significant focus on study of how media shape  
perceptions of people of color and other stigmatized groups.  
This course satisfies the General Education Criteria for:  
Social Beh Sci - Soc Sci  
Cultural Studies - US Minority  
CMN 280 Comm Technology & Society  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/280/)  
Introduction to theory and research on both old and new communication  
technologies; focus will be on how these technological systems develop  
and are used, and what implications of these systems have for culture  
and society.  
This course satisfies the General Education Criteria for:  
Social Beh Sci - Soc Sci  
CMN 304 Communication Internship  
credit: 1 to 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/304/)  
Directed internship experience for Communication majors. Students must  
have consent of the Internship Coordinator. May be repeated in separate  
terms to a maximum of 6 hours.  
CMN 310 The Rhetorical Tradition  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/310/)  
Survey of major trends in the development of rhetorical theory from  
Homer to the present.
CMN 312 Communicating for Innovation  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/312/)
This course challenges the notion that good ideas are produced by "lone geniuses." Surveying theories from organizational communication, we will explore the important role communication plays in fostering innovation and creativity in the workplace. Some topics discussed include: socialization, group decision-making, information sharing, positive workplace environments, the role of communication technologies, and social networks. Students will analyze real-world cases and participate in class activities designed to demonstrate innovation processes in action.

CMN 314 Organizational Communication and Community Impact credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/314/)
Prepresents the role of organizational communication in response to various community issues from local to global. The course concentrates on the impacts of organizations in response to socio-political, economic, and cultural issues (such as civil unrest and disasters) and explores how organizations can leverage their internal and external communication processes (networks, advocacy) to promote positive community change, offering theoretical and practical knowledge for developing organizational communication strategies for maximum community impact.

CMN 320 Comm Controversy Public Policy  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/320/)
Examines how public policy shapes American life, by providing an advanced analysis of the controversies, discourses and effects of public policy with a focus on sustainability issues. Explores the American landscape, energy sources, environment, food systems, political process, and government lobbying rules and reform. Provides in-depth analysis of the definitions and histories of public policy and the tensions between public and private spheres that shape it. Develops a fundamental understanding of public versus private spheres; analyzes and critiques how public policy shapes American historical and cultural landscapes; increases skillfulness in oral and written analysis of controversies, institutions, political and economic power brokers, and social norms. Prerequisite: CMN 220 or consent of instructor.

CMN 321 Strategies of Persuasion  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/321/)
Studies of powerful instances of public persuasion; students examine key means of public influence.

CMN 323 Argumentation  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/323/)
Study of the theory of argument, e.g., evidence, reasoning, and construction of briefs; practice in formal and informal forms of debate and public discourse on current public questions. Prerequisite: CMN 101.

CMN 324 Rhetorical Performance Styles  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/324/)
Examines the role of performance in rhetoric from the earliest ages of great oratory to the present day. Students will learn the terminology and mechanics of physical and vocal delivery, explore various time periods considered to have rich traditions of rhetorical performance, and analyze the techniques and rhetorical styles of different periods in the history of rhetoric. Students will create their own performances using the rhetorical techniques of practices ranging from ancient Greek oratory to TED Talks. Credit is not given for CMN 324 if credit for CMN 396 has been given.

CMN 325 Politics and the Media  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/325/)
Same as MACS 322 and PS 312. See PS 312.

CMN 326 Mass Media and the Audience  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/326/)
Presents information on how to conceptualize audiences, mass media use, and reception of media messages. Also examines the character of the audience experience, uses and gratifications of mass media, social cognition, and studies of audiences as interpretive communities.

CMN 327 Communication and Public Opinion  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/327/)
Study of what public opinion is, how it is measured, how it is communicated, and how it affects politics and society. Examination of public opinion polling, the use of public opinion by politicians, political campaigns, and the news media, and the way that individuals do or do not contribute to public opinion in their everyday lives.

CMN 328 Social Media and Politics  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/328/)
The growth and popularity of social media has greatly impacted democracy—serving as both a tool and a weapon. This course looks at how social media and politics intersect and their implications for society and democracy across three domains: the public, politicians and political campaigns, and the news media. Students will be able to explain how social media operates as a public sphere and its role in shaping political discourse.

CMN 330 War Rhetoric in Theatre and Film  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/330/)
Uses theatre and film as a framework for examining why war rhetoric plays such a significant part in Western culture. Students will analyze texts from stage and screen to explore the question of how war rhetoric shapes our perceptions about the world and about ourselves. Focuses on specific eras of Western theatre and film to investigate how pro-war and anti-war messages are negotiated in these media in ways that reflect cultural attitudes toward war. Credit is not given for CMN 330 if credit for CMN 396: War Rhetoric in Theatre and Film has been given.

CMN 334 Nonverbal Communication  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/334/)
Examines the communicative implications of nonverbal behaviors, such as facial expressions, gestures, and postures. Uses empirical research as a resource for understanding nonverbal communication in everyday interactions, with an emphasis on how nonverbal behaviors fit into larger communicative processes such as managing identities, relationships, and health. Credit is not given towards graduation for CMN 334 if credit for CMN 396: Nonverbal Communication has been earned.

CMN 336 Family Communication  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/336/)
Examines the nature and functions of communication in various family configurations (e.g. nuclear families, single-parent families, stepfamilies); discusses both problematic interaction patterns and links between family interaction and strong families.

CMN 338 Relationships and Technologies  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/338/)
Examines the uses, functions, and effects of communication technologies in personal relationships (e.g., friendships, dating relationships, families). Emphasis on contemporary and emerging modes of communication with some consideration of historical and enduring modes of interaction.

Information listed in this catalog is current as of 06/2023
CMN 340 Visual Politics  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/340/)
Explores the role of visual images in U.S. culture, paying special attention to the ways that images function persuasively as political communication. Provides tools for analyzing historical and contemporary images and artifacts, such as photographs, prints, paintings, advertisements, and memorials. Emphasis on how visual images are used for remembering and memorializing; confronting and resisting; consuming and commodifying; governing and authorizing; and visualizing and informing.

CMN 345 Visual Media Effects  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/345/)
Provides an introduction to visual media effects in communication, and is intended for students with little or no experience with visual aspects of communication. Focuses on social scientific approaches to understanding visual media effects and theories of visual communication.

CMN 354 Freedom of Speech  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/354/)
Examination of the nature and variety of responses to value questions concerning communication; includes a survey of the evolution of and current controversies in freedom of speech.

CMN 357 Intro to Conversation Analysis  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/357/)
Same as LING 357. See LING 357.

CMN 361 Storytelling as Oral Communication  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/361/)
Explores the role of traditional oral narrative in contemporary social life. Examines some major genres: folktales, family stories, personal growth narratives, professional autobiographical presentations, TED talks. Each of these genres will be examined in terms of content, context in a larger community of discourse, and performance demands. In addition, students will create and perform their own stories representing these genres.

CMN 368 Sexual Communication  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/368/)
Describes sex as a fundamental activity in the development and maintenance of human relationships. Communication about sex happens in a variety of interpersonal, group, organizational, and mediated contexts. Explores the many ways in which sexual communication intersects our personal, relational, cultural, and institutional norms and values. Topics will include social norms about sexual communication, sexual harassment, family communication about sex, sexual health education, doctor-patient communication about sex, and sex in the media and in advertising. Theory and research on communication processes will be used to elaborate how talk about sex can achieve multiple goals.

CMN 370 Political Economy of Communication  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/370/)
Addresses significant contemporary social issues from the perspective of the political economy of communication. Issues may include, but are not limited to, the influence of money on political communication, the role of the media in American attitudes toward racial inequalities, or the politics of science reporting. This course will feature a number of recent books on social problems in the United States that have a communication twist. Class-time will be focused on discussing the books. Prerequisite: Junior or senior standing required.

CMN 375 Popular Media and Culture  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/375/)
Using the critical lens of theories on race, class, gender, and sexuality, this class will investigate the complicated relations among popular media and culture, including how our everyday life and attitudes are thought to be shaped by the media, and how cultural systems can be said to inform the media. By exploring a wide range of media (e.g., film, television, music, the internet, and computer games), students will investigate the national, political, and personal dimensions of popular media and the varied ways in which media construct, reflect and intersect with specific cultural systems, identities, and classifications. May be repeated in separate terms to a maximum of 6 hours.

CMN 377 Propaganda and Modern Society  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/377/)
Traces the social, economic, and political underpinnings of propaganda and public relations. Examines the rise of corporate propaganda in the early 20th century and explores how these strategies were adapted by a wide range of social and political actors. The second part of the course discusses the above issues from contemporary perspectives. The role of WWI, WWII, and the more recent Iraqi war, in solidifying the role of government and commercial propaganda in society and the frequently blurry distinctions between government propaganda and commercial public relations will also be discussed. The relationship between propaganda, PR and the mass media will constitute a constant site of inquiry. This course focuses on theory, especially critical theory.

CMN 390 Individual Study  
credit: 1 to 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/390/)
Individual investigation of special problems. May be repeated to a maximum of 6 hours. Prerequisite: Twelve hours of communication coursework; a grade-point average of 3.25; and consent of head of department.

CMN 396 Special Topics in Comm  
credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/CMN/396/)
Special topics in communication not treated in regularly scheduled courses. See Class Schedule for current topics. May be repeated as topics vary.

CMN 410 Workplace Comm Technology  
credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/410/)
Focuses on how communication technologies are designed, implemented, adopted, and used within and across organizations. Reviews a broad array of theories used to conceptualize technology in the workplace. Emphasis on how theory may be used to understand applications such as knowledge management, telecommuting, distributed work, and virtual organizations. Further focus on analyzing real-world cases to develop skills necessary for working in contemporary organizations. 3 undergraduate hours. 4 graduate hours.

CMN 411 Organizational Comm Assessment  
credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/411/)
Organizational communication theory applied to the assessment of communication practices in organizations; systematic procedures for diagnosing communication problems and facilitating effective communication in organizations. Extensive use of case studies. 3 undergraduate hours. 4 graduate hours. Prerequisite: CMN 212.
CMN 412  Adv Organizational Comm  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/412/)
Advanced study of theory and research in organizational communication; considers such topics as communication networks, superordinate-subordinate relationships, task-related and social information processing, and communicating with the external environment. 3 undergraduate hours. 4 graduate hours. Prerequisite: CMN 212.

CMN 413  Adv Small Group Communication  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/413/)
Advanced study of theory, research, techniques, and training methods in interviewing and group discussion; emphasis on empirical research findings concerning communication processes in face-to-face groups. 3 undergraduate hours. 4 graduate hours.

CMN 415  Classical Rhetorics  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/415/)
Survey of the contributions to the theory and practice of rhetoric from Homer to the Renaissance. Same as CLCV 415 and MDVL 415. 3 undergraduate hours. 4 graduate hours.

CMN 416  Early Modern Rhetorics  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/416/)
Significant developments in European rhetorical theory from 1500 to the 20th Century. 3 undergraduate hours. 4 graduate hours.

CMN 417  Contemporary Rhetorics  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/417/)
Major contributors to rhetorical theory from I.A. Richards to the present. 3 undergraduate hours. 4 graduate hours.

CMN 421  Persuasion Theory & Research  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/421/)
Survey of major theories of persuasion, research on factors influencing persuasive effectiveness, and application to problems of persuasive discourse. 3 undergraduate hours. 4 graduate hours.

CMN 423  Rhetorical Criticism  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/423/)
Methods of interpreting and judging persuasive discourse with emphasis on political speaking and writing; extensive practice in criticism of rhetorical texts. 3 undergraduate hours. 4 graduate hours.

CMN 424  Campaigning to Win  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/424/)
Using a case study approach to illustrate how campaigns attempt to persuade and mobilize voters, students learn how to plan and manage effective political campaigns. Same as PS 411. 3 undergraduate hours. 4 graduate hours.

CMN 427  Children and the Media  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/427/)
Examines the role of the mass media in the lives of children. Focuses on how developmental differences influence how children process and respond to the media. Topics include media violence, media advertising, stereotypes in the media, and educational content. 3 undergraduate hours. 4 graduate hours.

CMN 429  Race and the Mass Media  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/429/)
Presents an overview of racial stereotypes in the mass media and the effects of stereotypical imagery on viewers. Discussion of the structural and social origins of stereotypic media from multiple perspectives focusing on published scholarship that systematically assesses the content and effects of racial representations from a social scientific perspective. Intersections between race, ethnicity, class, and gender also will be explored. 3 undergraduate hours. 4 graduate hours.
CMN 463  Organizational Health Comm  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/463/)
Focuses on organizational issues shaping communication between providers, patients, and consumers of health care and information, including background on financing personal medical services; organizations, professions, and their interrelationships involved in providing medical services; theorizing communication and organization in personal medical services; and communication between organizations and the public on health issues. Topics include managed care, professional communication, the hospital as a unique communication site, ethics in health communication, direct-to-consumer drug advertising, and health crisis communication. 3 undergraduate hours. 4 graduate hours.

CMN 464  Health Communication Campaigns  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/464/)
Focuses on the theoretical principles behind designing, implementing, and evaluating a health communication campaign. Students will be exposed to campaigns pertaining to alcohol abuse, illicit drug use, organ donation, safe sex, tobacco use, among others. The first part of the course reviews theories used in health communication campaigns, derived from the disciplines of communication, social psychology, and public health. The second part of the course focuses on designing campaigns and creating messages as well as evaluating the effects of those campaigns and messages. 3 undergraduate hours. 4 graduate hours.

CMN 465  Social Marketing  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/465/)
Social marketing offers a revolutionary approach to solving a wide range of societal problems. Social marketing applies traditional marketing principles and techniques to the challenges and rewards of influencing positive public behavior. This course is designed to give students a thorough orientation to key marketing concepts and their application to a range of communication issues with an emphasis on promoting community engagement, environmental conservation, financial literacy, health promotion, and injury prevention. Throughout the semester, attention is given to several behavior change models employed to guide current social marketing campaigns as well as a focus on the ten steps for developing, implementing, and evaluating a campaign. Students will acquire practical skills in designing a campaign as well as an appreciation for the role of behavior change models in social marketing. Same as CHLH 465. 3 undergraduate hours. 4 graduate hours.

CMN 467  Communication & Health Equity  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/467/)
Explores the role that communication plays as both a potential contributor to existing health inequalities and a means of helping to reduce them. Drawing on theories and research from communication, public health, and related social science disciplines, the course reviews relevant academic literature and utilizes media and policy examples to engage with key topics, such as communication inequalities and public discourse surrounding inequality and social determinants of health. 3 undergraduate hours. 4 graduate hours. Prerequisite: Junior standing or above.

CMN 476  Commercialism and the Public  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/476/)
Explores the influences of advertising and commercialism and their role in defining our political culture, social institutions, and personal lives. Through readings, written reflection, visual presentations, and class discussions, the course explores a wide range of advertising and consumer issues and discusses how consumers negotiate these forces. The first part of the course is devoted to a historical overview; discussing the risk and evolving nature of advertising throughout the 20th century. Having established a historical framework, the course offers six contemporary topics to be discussed in the remainder of the semester. Topics may include, but not be limited to: the commercial mass media; the public relations industry; gender in advertising; commercialization of childhood; the commercialization of medicine and science; contemporary consumer society; advertising in schools; and food, advertising, and body image. 3 undergraduate hours. 4 graduate hours.

CMN 491  Honors Individual Study  credit: 2 Hours. (https://courses.illinois.edu/schedule/terms/CMN/491/)
Individual investigation of special problems. 2 undergraduate hours. No graduate credit. May be repeated to a maximum of 4 undergraduate hours. Prerequisite: Twelve hours of communication; a grade-point average of 3.50; and consent of head of department.

CMN 493  Honors Senior Thesis  credit: 2 Hours. (https://courses.illinois.edu/schedule/terms/CMN/493/)
Individual study leading to a thesis for honors in the Department of Communication. 2 undergraduate hours. No graduate credit. May be repeated to a maximum of 4 undergraduate hours. Prerequisite: Senior standing; a grade-point average of 3.50; and consent of head of department.

CMN 496  Adv Topics in Communication  credit: 3 or 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/496/)
Advanced topics in communication not treated in regularly scheduled courses; see Class Schedule for current topics. 3 undergraduate hours. 4 graduate hours. May be repeated as topics vary.

CMN 501  Intro to Health Communication  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/501/)
Introduction to theory and research on communication in health and illness contexts, focusing on how messages from interpersonal, organizational, cultural and media sources affect health beliefs and behaviors. Some topics to be explored include: the theoretical foundations underlying differences in the ways individuals communicate about health, health campaign strategies and organizational influences on health and strategies for generating successful or beneficial health-related communication (as well as recognize problematic communicative trends).

CMN 502  Health Comm Research Methods I  credit: 2 Hours. (https://courses.illinois.edu/schedule/terms/CMN/502/)
Introduction to social scientific methods for research on health communication and health outcomes. These methods may be used either to build general (theoretical) knowledge about communication or to aid in design and evaluation of actual messages and campaigns. Spring terms only. Prerequisite: Only for students enrolled in the MS in Health Communication degree program.

CMN 503  Health Comm Research Methods II  credit: 2 Hours. (https://courses.illinois.edu/schedule/terms/CMN/503/)
Focuses on analytic strategy in both qualitative and quantitative analysis. Complements and expands upon the social scientific methods for collecting data introduced in CMN 502. Prerequisite: CMN 502 strongly recommended.
CMN 504 Health & Family Communication  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/504/)
Exploration of current perspectives on the interplay between family communication processes and health-related issues. Using theoretical foundations such as systems theory, communication privacy management theory, narrative theory and family communication patterns theory, students will explore the ways that family members communicate about health, cope with health-related problems, and influence one another's health-related behaviors.

CMN 505 Provider-Patient Communication  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/505/)
Study of theoretical bases for understanding social interactions in health care settings focusing on three general areas: (a) communication and identity, (b) health and personal relationships, and (c) health care provider-patient interaction. 4 graduate hours. No professional credit. Prerequisite: Restricted to students enrolled in the MS in Health Communication (HCOM) degree program or the Certificate in Health Communication (CHC) program.

CMN 506 Health Informatics  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/506/)
Explores: (1) contexts of health informatics applications; (2) reciprocal relationships among people, activities, and health informatics applications; and (3) consequences surrounding the design, implementation, and use of health informatics applications. Course content includes: an introduction to health informatics and associated theoretical perspectives; health information as a strategic resource; provider health informatics applications; the e-health movement and consumer health informatics applications; and the intersection of health informatics with current challenges in health care.

CMN 507 Hlth Comm Orgs Profs & Policy  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/507/)
Study of the organizational features of the U.S. health care systems, generating a comprehensive image of the context in which communication between patients and providers, health care consumers and organizations, and public health care messages are sent, received, exchanged, interpreted, and circulated. Offered Fall terms only. Prerequisite: Only for students enrolled in the MS in Health Communications degree program.

CMN 508 Health Marketing  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/508/)
Introduction to theoretical frameworks, research, and applications of health marketing. Literature from contributing disciplines will be reviewed (e.g., advertising, communication, marketing, public health, political science, psychology and sociology) and key aspects of campaign development will be discussed (e.g., formative research, audience segmentation, message tailoring and evaluation). 4 graduate hours. No professional credit. Prerequisite: Restricted to students in the Master of Science in Health Communication (HCOM) Program, or the Certificate in Health Communication (CHC) Program.

CMN 529 Seminar Communication Theory  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/529/)
Special topics in communication theory and research. May be repeated to a maximum of 16 hours. Prerequisite: Consent of instructor.

CMN 530 Family Communication Theory  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/530/)
Graduate seminar that examines theory and research on the development of families, communication in various types of families and family relationships, and current issues that affect family communication.

CMN 538 Seminar Rhetorical Theory  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/538/)
Study of special topics in the history of rhetorical theory. May be repeated to a maximum of 16 hours.

CMN 550 Intro to Comm Grad Study  credit: 1 Hour. (https://courses.illinois.edu/schedule/terms/CMN/550/)
Orientation to discipline of Communication and two departmental research areas. Discusses disciplinary norms, research ethics/IRB, academic writing, and professional conduct. Advice on choosing areas of research, identifying suitable graduate advisor, time management, and career planning. Faculty visitors discuss their research and professional development topics. Approved for S/U grading only. Prerequisite: Communication graduate students only.

CMN 574 Communication Research Methods  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/574/)
Introduction to content analysis, survey, and experimental research designs and quantitative and qualitative analysis in communication research.

CMN 575 Capstone Individual Study  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/CMN/575/)
Provides capstone experience for students in the MS in Health Communication degree program.

CMN 595 Special Problems  credit: 1 to 12 Hours. (https://courses.illinois.edu/schedule/terms/CMN/595/)
Individual investigation of special projects not included in theses. May be repeated in separate terms. Open to master's candidates for a maximum of 4 graduate hours and to doctoral candidates for a maximum of 12 graduate hours. Prerequisite: Consent from head of department.

CMN 599 Thesis Research  credit: 0 to 16 Hours. (https://courses.illinois.edu/schedule/terms/CMN/599/)
Approved for S/U grading only. May be repeated.