COMMUNICATION

John Caughlin, Head of Department
3001 Lincoln Hall, 702 South Wright, Urbana
PH: (217) 333-2683
http://communication.illinois.edu

The Communication major prepares 21st century students to become critical thinkers, avid consumers of information, and effective problem solvers in both their personal and professional lives.

The goal of the Communication course of study is for undergraduates to learn about communication from a broad liberal arts perspective. Students will study the nature of effective communication across domains, develop effective communication skills, and gain knowledge of how to help others improve their skills. Students gain theoretical and practical knowledge of public advocacy and debate and the critical capacity to evaluate the face-to-face and mediated political and cultural information upon which we all depend. They also should achieve a sophisticated understanding of the political and social import of communication on all aspects of public and private life, from public policy and health care to cultural norms, personal interactions, and notions of racial, class, gender, and sexual identity.

Communication is an appropriate major for:

- students seeking a general liberal arts education, with a particular focus on communication issues
- students preparing for careers in many different fields involving communication skills (for example, law, business management, sales, public relations, human resources, corporate communication, consulting, media-related fields, or politics)
- students preparing for graduate work in areas such as communication, media studies, public policy, or public health
- students preparing for advanced study in law, medicine, business, or human resources

For the Degree of Bachelor of Arts in Liberal Arts and Sciences

Major in Sciences and Letters Curriculum
E-mail: communication@illinois.edu

Minimum required major course work equates to a minimum of 37 hours of Communication courses.

General education: Students must complete the Campus General Education (https://courses.illinois.edu) requirements including the campus general education language requirement.

At least 15 hours of the required 37 hours in Communication must be at the 300 level or above.

Twelve hours of 300- or 400-level courses in the major must be taken on this campus.

Minimum hours required for graduation: 120 hours

Departmental distinction: Superior students are encouraged to consult the departmental honors adviser about requirements and opportunities for participation in the departmental honors program.

CMN 101 Public Speaking 1 3
or CMN 112 Oral & Written Comm II
CMN 102 Intro to Comm Theory & Res 4
Communication Courses: Students will select an option (A or B) and a specialization (if Option B is chosen) in consultation with an undergraduate advisor in Communication.

OPTION A: Students who wish a general course of study will take at least one course from five of the following six areas and the remaining hours will be selected in consultation with an advisor.

OPTION B: Students who choose to concentrate within an area must take four courses from one of the six areas listed below and the remaining hours will be selected in consultation with an advisor. Students may complete more than one specialization by completing four courses in each area desired; however, individual courses may not be counted toward more than one specialization.

Special topics courses (CMN 199, CMN 396, or CMN 496) may count toward a specialization with the approval of an advisor; however, CMN 199, CMN 390, CMN 491, and CMN 493 taken as independent studies may not count toward the four required courses for a specialization.

Approved lists of courses within these areas are available from the Communication academic advisor:

- Communication and Culture
- Communication and Health
- Communication and Organizations
- Interpersonal Communication
- Mediated Communication and Technology
- Rhetoric and Public Communication

Total Hours 37

1 CMN 111 is a prerequisite for CMN 112. Credit in CMN 111 will not count towards the minimum of 37 hours of Communication courses required for the major.

Minor in Communication
E-mail: communication@illinois.edu

The undergraduate minor in Communication is designed for students who wish to obtain a deeper understanding of communication processes and how they influence social, cultural, and political processes. It is appropriate for students majoring in a variety of disciplines in the social sciences or humanities and for students in professionally-oriented programs.

CMN 101 Public Speaking 1 3
or CMN 112 Oral & Written Comm II
CMN 102 Intro to Comm Theory & Res 4
At least one course from each of two areas of specialization within the Department of Communication (Communication and Culture, Communication and Health, Communication and Organizations, Interpersonal Communication, Mediated Communication and Technology, and Rhetoric and Public Communication). These courses must be numbered at the 200-level or above. A list of courses is available from the Communication undergraduate advisor.

Information listed in this catalog is current as of 09/2017
Addional hours in Communication. These courses must be numbered at the 200-level or above.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMN 101</td>
<td>Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>CMN 102</td>
<td>Intro to Comm Theory &amp; Res</td>
<td>4</td>
</tr>
<tr>
<td>CMN 111</td>
<td>Oral &amp; Written Comm I</td>
<td>3</td>
</tr>
<tr>
<td>CMN 112</td>
<td>Oral &amp; Written Comm II</td>
<td>3</td>
</tr>
<tr>
<td>CMN 115</td>
<td>Interviewing</td>
<td>3</td>
</tr>
<tr>
<td>CMN 204</td>
<td>Internship in Teaching Comm</td>
<td>3</td>
</tr>
<tr>
<td>CMN 210</td>
<td>Public Comm in Everyday Life</td>
<td>3</td>
</tr>
<tr>
<td>CMN 211</td>
<td>Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMN 212</td>
<td>Intro to Organizational Comm</td>
<td>3</td>
</tr>
<tr>
<td>CMN 213</td>
<td>Small Group Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMN 215</td>
<td>Interviewing Principles &amp; Practices</td>
<td>3</td>
</tr>
<tr>
<td>CMN 220</td>
<td>Communicating Public Policy</td>
<td>3</td>
</tr>
<tr>
<td>CMN 230</td>
<td>Intro to Interpersonal Comm</td>
<td>3</td>
</tr>
</tbody>
</table>

Courses

CMN 101 Public Speaking credit: 3 Hours.
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.

CMN 102 Intro to Comm Theory & Res credit: 4 Hours.
Survey of the questions probed, the methods employed, and the current status of knowledge in the study of communication. This course satisfies the General Education Criteria for: Social Beh Sci - Beh Sci

CMN 111 Oral & Written Comm I credit: 3 Hours.
Principles and practice in communication; stress on fundamentals of critical thinking in writing and speaking. The campus rhetoric 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 (i.e., RHET 100, RHET 101+RHET 102, RHET 103+RHET 104, RHET 105, ESL 114+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 University's Composition I requirement.

This course satisfies the General Education Criteria for: Composition I

CMN 112 Oral & Written Comm II credit: 3 Hours.
Continuation of Oral & Written Comm I; stress on fundamentals of communication and public argument through speaking and writing. The campus rhetoric 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 (i.e., RHET 100, RHET 101+RHET 102, RHET 103+RHET 104; RHET 105; ESL 114+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 University's Composition I requirement. Prerequisite: CMN 111.

This course satisfies the General Education Criteria for: Composition I

CMN 115 Interviewing credit: 3 Hours.
Describes theory and research on interviews in interpersonal and organizational settings; emphasis on practice in conducting and participating in different types of interviews, with materials drawn from various interview settings (i.e., employment, evaluation, medical).

CMN 191 Freshman Honors Tutorial credit: 1 to 3 Hours.
Study of selected topics on an individually arranged basis. Open only to Chancellors Scholars, Cohn Scholars and James Scholars. May be repeated one time. Prerequisite: Consent of departmental honors advisor.

CMN 199 Undergraduate Open Seminar credit: 0 to 5 Hours.
May be repeated to a maximum of 6 hours.

Information listed in this catalog is current as of 09/2017

1 CMN 111 is a prerequisite for CMN 112. Credit in CMN 111 will not count towards the 19 hours of Communication courses required for the minor.

At least 6 hours must be at the 300-level or 400-level.

CMN Class Schedule (https://courses.illinois.edu/schedule/DEFAULT/DEFAULT/CMN)
CMN 231 Communication and Conflict credit: 3 Hours.
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.
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

CMN 260 Intro to Health Communication credit: 3 Hours.
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

CMN 275 Media, Money and Power credit: 3 Hours.
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

CMN 277 Intro to Mediated Comm credit: 4 Hours.
Survey of the history, structure, forms, and social effects of the American mass media. This course satisfies the General Education Criteria for: Social Beh Sci - Soc Sci

CMN 280 Comm Technology & Society credit: 3 Hours.
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.
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.
Survey of major trends in the development of rhetorical theory from Homer to the present.

CMN 320 Comm Controversy Public Policy credit: 3 Hours.
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.
Studies of powerful instances of public persuasion; students examine key means of public influence.

CMN 323 Argumentation credit: 3 Hours.
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 325 Politics and the Media credit: 3 Hours.
Same as MACS 322 and PS 312. See PS 312.

CMN 326 Mass Media and the Audience credit: 3 Hours.
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 336 Family Communication credit: 3 Hours.
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.
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.

CMN 340 Visual Politics credit: 3 Hours.
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.

CMN 345 Visual Media Effects credit: 3 Hours.
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 357 Intro to Conversation Analysis credit: 3 Hours.
Same as LING 357. See LING 357.
CMN 361 Storytelling as Oral Communication credit: 3 Hours.
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 context, context in a larger community of discourse, and performance demands. In addition, students will create and perform their own stories representing these genres.

CMN 362 Folklore as Communication credit: 3 Hours.
Study of unofficial, noncommercial and face-to-face modes of communication, called "folklore" or "vernacular culture." For purposes of this course, "folklore" includes speech, stories, legends, sayings, proverbs, customs, rituals and performances. Students will be asked to develop and use a variety of cultural description and documentation skills. The goal is to give students a strong sense of variety, persistence, and flexibility of traditional culture as it lives in the present, and practice in recording it, writing about it, and analyzing it.

CMN 368 Sexual Communication credit: 3 Hours.
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.
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.
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.
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.

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CMN 424  Campaigning to Win  credit: 3 or 4 Hours.
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.
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.
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 432  Gender and Language  credit: 3 or 4 Hours.
Study of actual and perceived differences and similarities in the use
of language by women and by men; emphasizes the social contexts of
speech. Same as GWS 432, and LING 432. 3 undergraduate hours. 4
graduate hours.

CMN 435  Adv Interpersonal Comm  credit: 3 or 4 Hours.
Study of the major processes involved in an individual’s adjustment
to the communication situations of everyday life; emphasis on the
development of interpersonal competency and orientations, social
perception, interpersonal sentiment and hostility, trust, and the social
context as factors influencing the understanding and evaluation of
interpersonal messages. 3 undergraduate hours. 4 graduate hours.
Prerequisite: CMN 230 or consent of instructor.

CMN 437  Comm in Personal Relationships  credit: 3 or 4 Hours.
Examines theories of communication within personal relationships,
including family, friendship, and romantic associations. Specific topics
include relationship development, conflict, power, self-disclosure, and
relational uncertainty. 3 undergraduate hours. 4 graduate hours.

CMN 450  Adv Topics in Public Discourse  credit: 3 or 4 Hours.
Study of selected periods and genres of public discourse in historical
context, including British, American, French, Russian, German, Chinese,
and Japanese. 3 undergraduate hours. 4 graduate hours. May be
repeated as topics vary to a maximum of 12 undergraduate hours or
16 graduate hours. Prerequisite: One course in rhetorical criticism or
consent of instructor.

CMN 462  Interpersonal Health Comm  credit: 3 or 4 Hours.
Examines the role of communication in the management of mental and
physical health. Focuses on topics such as communication and illness
identity, health and interpersonal relationships, health care provider-
patient interactions, impacts of technology on health communication,
and health education and prevention efforts. 3 undergraduate hours. 4
graduate hours.

CMN 463  Organizational Health Comm  credit: 3 or 4 Hours.
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.
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 Health&Behav  credit: 3 or 4 Hours.
Applies marketing concepts and practices to bring about behavior
change for a social good. Social marketing is an approach to planning
and implementing projects and programs that emphasizes a customer-
centered mindset to learn what people want and need to change their
behavior. Designed to give students a thorough orientation to the
discipline of social marketing and its application to a range of problems
with an emphasis on issues in health contexts. Topics will include
audience research, segmentation strategies, communication channels,
marketing mix, and the application of behavioral theory. Students will
acquire practical skills in the design, implementation, and evaluation
of health intervention initiatives that use social marketing. Same as
CHLH 465. 3 undergraduate hours. 4 graduate hours.

CMN 467  Communication & Health Equity  credit: 3 or 4 Hours.
Examines 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.
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.
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.
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.
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.