

COMMUNICATION STUDIES

Phone: (845) 257-3450

Location: Coykendall Science Building, Room 51

Web address: www.newpaltz.edu/communication

The Department of Communication offers a major in Communication Studies with concentrations in Organizational Communication, Relational Communication, and Strategic Communication, leading to either the bachelor of arts (B.A.) or bachelor of science (B.S.) degree. A minor in Communication Studies is also offered.

Because communication is closely linked to the technological, social, and cultural forces that are rapidly changing our world, its study affords students a number of ways to pursue their interests and goals. The major in Communication Studies emphasizes an understanding of communication principles and humanistic approaches to communication studies as well as the development of skills in organizational, relational and strategic contexts. Both oral and written communication are emphasized, as is development of research skills. The program blends technical and theoretical courses to provide a foundation for graduate work or for a career in any profession that deals with the public, such as politics, law, business, social work, or teaching. Students who select a concentration in Strategic Communication prepare to become communication experts within corporate, non-profit and government organizations, and public relations agencies.

Students wishing to declare a major in Communication Studies must have completed a minimum of 30 credits of college-level work. The concentrations in Organizational and Relational Communication require at least a 2.00 GPA; a 2.50 GPA is required for the Strategic Communication concentration. Students may not receive a grade lower than C- in any course considered part of the Communication Studies major or minor.

- [Major in Communication Studies](#)
- [Minor in Communication Studies](#)

CMM100. Introduction to Communication. 3 Credits.

Survey of the study of human communication including: the classical origins of the discipline; the value and impact of symbols; the role of communication in human behavior.

Attributes:

- Liberal Arts
- GE4: Social Science

Restrictions:

- Must have the following level: Undergraduate

May not be repeated for credit

CMM104. Public Speaking. 3 Credits.

Communicating an idea successfully to an audience in a "one-to-many" speaking situation. Emphasis on creating, researching, organizing, and presenting speeches.

Attributes:

- Liberal Arts

May not be repeated for credit

CMM193. Communication Selected Topic. 3-12 Credits.

Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

May be repeated for credit

CMM202. Interpersonal Communication. 3 Credits.

Communicating successfully in personal and social relationships. Survey of the human element in communication with a focus on skills in self assertion, listening, perception, and understanding relationships.

Attributes:

- Liberal Arts

May not be repeated for credit

CMM204. Small Group Communication. 3 Credits.

Problem solving in decision-making committees. Survey of group processes in task-oriented contexts. Practice in the techniques of organizing, leading, and participating in effective group discussions.

Attributes:

- Liberal Arts

May not be repeated for credit

CMM214. Storytelling and Culture. 3 Credits.

Survey of storytelling as an audience-centered product of culture. Basic cultural concepts, reading, and research help students perform stories and convey cultural meanings to an audience. Each student's stories come from three different cultures.

Attributes:

- Diversity
- GE3: DIVR
- Effective Expression/Oral
- Liberal Arts

May not be repeated for credit

CMM231. Writing for Public Relations. 3 Credits.

Introduction to norms of journalistic styles of writing, including interview techniques, newsworthiness, proforma conventions of objectivity, and Associated Press (AP) style. 90% of "news stories" are written by Public Relations practitioners. Students learn those skills.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate

May not be repeated for credit

CMM293. Communication Selected Topic. 3-12 Credits.

Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

Attributes:

- Liberal Arts

May be repeated for credit

CMM295. Independent Study Communication. 1-12 Credits.

May be repeated for credit

CMM299. Communication Modular. 0 Credits.**Attributes:**

- Liberal Arts

May not be repeated for credit

CMM302. Business and Professional Communication. 3 Credits.

Exploration of the challenges of communication and self-presentation in the 21st century work environment. Course topics include theoretical and applied aspects of communication channels, message forms, and persuasive techniques as related to various professional scenarios.

Attributes:

- Liberal Arts

Restrictions:

- Must not be enrolled in the following class: Freshman

Prerequisites:

- ENG170 Minimum Grade of D- or ENG180 Minimum Grade of D- or ENG206 Minimum Grade of D- or ENG207 Minimum Grade of D- or ENG 002 Minimum Grade of TD-

May not be repeated for credit

CMM312. Design and Public Relations. 3 Credits.

Practical course in journalistic editing and design, with emphasis on producing publication-ready work for multimedia.

Attributes:

- Practicum - Non-Clinical
- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration):
 - Journalism (523)
 - Journalism (JRN)
 - Public Relations (505R)

Prerequisites:

- CMM231 Minimum Grade of C- or DMJ230 Minimum Grade of C-

May not be repeated for credit

CMM315. Introduction to Strategic Communication. 3 Credits.

A theoretical and practical introduction to the (1) role of strategic communication in an information-based, democratic society and (2) skills involved in relaying information to and getting feedback from various publics.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM316. Strategic Public Relations Campaigns. 3 Credits.

Research based campaign strategies for businesses and non-profits. face-to-face, traditional, and social media strategies are taught. Students create internal speeches, newsletters, public service announcements, media releases, targeted external speeches, brochures, social media plans, and slide shows.

Attributes:

- Service Learning
- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration): Public Relations (505R)

Prerequisites:

- DMJ230 Minimum Grade of C- or CMM315 Minimum Grade of C- or CMM231 Minimum Grade of C-

May not be repeated for credit

CMM317. Social Media and Public Relations. 3 Credits.

The study of social media and search engine optimization to promote products, services, and causes. Creation or analysis of current platforms such as LinkedIn, Facebook, Twitter, Tumblr, Google+ and WordPress. Viral and networking strategies, such as # and @ are included.

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration): Public Relations (505R)

Prerequisites:

- (DMJ230 Minimum Grade of C- and CMM315 Minimum Grade of C-) or CMM231 Minimum Grade of C-

May not be repeated for credit

CMM318. Organizational Reputation and Stakeholder Engagement. 3 Credits.

Communicative dimensions of organizational reputation and stakeholder engagement. Evaluation stakeholder theory, cross-sector collaboration, leadership, trust, race, gender, and uncertainty in relation to stakeholder relationships and organizational reputation.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

Prerequisites:

- CMM315 Minimum Grade of C-
- CMM360 Minimum Grade of C-

May not be repeated for credit

CMM324. Crisis, Risk, and Disaster Communication. 3 Credits.

Introduces theories, practices, and models of crisis, risk, and disaster communication, including situational crisis communication theory, stakeholder communication and engagement, collaboration and communication, and the role of culture, identity, and place on disaster communication.

Attributes:

- Liberal Arts

Restrictions:

- Must not be enrolled in the following class: Freshman

Prerequisites:

- ENG180 Minimum Grade of C- or ENG170 Minimum Grade of C- or ENG206 Minimum Grade of C- or ENG207 Minimum Grade of C- or ENG 002 Minimum Grade of TC-

May not be repeated for credit

CMM325. Computer-Mediated Communication. 3 Credits.

Introduces students to theories, practices, and evaluations of how modern computer technology is used to mediate human communication. The course focuses on how computer-mediated communication impacts communication in a number of specific communication contexts.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM326. Environmental Communication. 3 Credits.

Introduces the relationship between communication and the natural world, including the formation of environmental beliefs and attitudes. Survey of contemporary environmental issues, key debates, and campaigns to affect sustainable outcomes.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

Prerequisites:

- ENG180 Minimum Grade of C- or ENG170 Minimum Grade of C- or ENG206 Minimum Grade of C- or ENG207 Minimum Grade of C- or ENG 002 Minimum Grade of TC-

May not be repeated for credit

CMM334. Communicating Corporate Social Responsibility. 3 Credits.

Examination of communicative dimensions of corporate social responsibility (CSR) including the role of Business/Nonprofit partnerships, sustainability, and CSR communication. Introduces the Triple Bottom Line of People, Planet, and Profit and stakeholder models for communication CSR.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

Prerequisites:

- CMM315 Minimum Grade of C-

May not be repeated for credit

CMM350. Human Communication Theory. 3 Credits.

This course introduces students to communication theory, focusing on the core theories that have influenced the field of communication. Through class discussion, oral presentation, and written work, students will critique and build upon communication theory and apply theories and to real-world scenarios. Attention given to links among theoretical paradigms, research methods, and practical applications.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in one of the following classes: Senior, Junior
- Must be enrolled in the following field(s) of study (major, minor or concentration): Communication Studies (505)

May not be repeated for credit

CMM352. Qualitative Communication Research Methods. 3 Credits.

An introduction to the methodology and practice of qualitative research. Students gain practice in the critique of qualitative communication research literature, and are exposed to research paradigms, approaches to qualitative research, and ways to collect and analyze qualitative data. Students will design, carry out, and present their own qualitative communication research project.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in one of the following classes: Senior, Junior
- Must be enrolled in the following field(s) of study (major, minor or concentration): Communication Studies (505)

May not be repeated for credit

CMM353. Persuasion and Social Influence. 3 Credits.

Analysis of social aspects of influence and persuasion, cultural bases for belief and theories of attitude change. Principles and process of influencing human behavior in a variety of contexts.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM354. Quantitative Communication Research Methods. 3 Credits.

Provides undergraduates with principles and basic skills necessary to criticize research literature; develops minimal proficiencies in structuring designs basic to descriptive and experimental studies, including data collection, analysis, and presentation techniques in communication research.

Attributes:

- Research
- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM355. Nonverbal Communication. 3 Credits.

Survey of the vocabulary, theoretical principles and research in nonverbal communication. Topics include: physical appearance; gesture; posture; touch; facial expressions; eye behavior; vocal cues; and the use of time and territory.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must not be enrolled in the following field(s) of study (major, minor or concentration): Comm Disorders Cert Program (089)

May not be repeated for credit

CMM357. Argumentation. 3 Credits.

Principles and techniques of advocacy, including the establishment of claims, the requirements of proof and the standards of evidence. Surveys the field of argumentation in social and philosophical settings.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM358. Conflict Management. 3 Credits.

Exploration of antecedents, processes, and outcomes associated with conflict communication in friendships, courtships, marriages, divorces and the workplace.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM359. Communication Among Cultures. 3 Credits.

Understanding how culture shapes our perceptions and communication behaviors. Strategies for effective cross-cultural and intercultural communication.

Attributes:

- Diversity
- GE2: DIVR
- GE3: DIVR
- GE2A: DIVR
- Liberal Arts
- Systematic Inquiry

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM360. Organizational Communication. 3 Credits.

Overview of communication processes in large-scale, hierarchical organizations. Emphasis on interviewing, committee decision-making, and developing business/professional presentations.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM362. Leadership and Communication. 3 Credits.

Analyze the empirical, theoretical, and practical aspects of leadership from a communication perspective. Leadership contexts ranging from small group to society. Issues of culture, gender, an ethics and how leaders shape social reality.

Attributes:

- Liberal Arts

Restrictions:

- Must be enrolled in one of the following classes: Senior, Junior
- Must be enrolled in the following field(s) of study (major, minor or concentration):
 - Communication (CMM)
 - Communication Studies (505)
 - Interpersonal / Intercultural (505I)
 - Organizational (505O)
 - Public Relations (505R)

May not be repeated for credit

CMM374. Language & Everyday Conversation. 3 Credits.

Explores frameworks and techniques for analyzing everyday talk, including how we use language as a practical tool during ordinary interpersonal conversation as well as in organizational settings (e.g., medicine, broadcast media, law, education).

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM375. Social Change and Advocacy Communication. 3 Credits.

Examines the communicative dimensions of social change and advocacy work. Topics include social movements, communication networks, political advocacy, media affordances, and insights from local social and community changes practitioners.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM379. Communication, Culture, and Difference. 3 Credits.

Explores the communication practices of particular communities including (but not limited to) populations which are marginalized or understudied. The course emphasizes advanced methods for studying how cultural communication intersects with markers of difference.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM389. Perceptions of Diversity in Communication. 3 Credits.

Analysis of individual and social elements that shape perceptions of diversity in human communication. Examines how bias, empathy, and morality operate when people communicate. Concepts related to communication and psychology applies to issues of diversity.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM393. Communication Selected Topic. 1-12 Credits.

Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

May be repeated for credit

CMM399. Communication Modular. 1-12 Credits.

May be repeated for credit

CMM430. Training and Development. 3 Credits.

Focuses on the design and delivery of training programs and performance interventions beginning with the needs assessment and continuing through the evaluation phase. Students will also learn the theoretical and practical aspects of both instructional communication and talent development.

Attributes:

- Service Learning
- Research
- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in one of the following classes: Senior, Junior

May not be repeated for credit

CMM450. Negotiation. 3 Credits.

Communication strategies for surviving conflicts in organizational settings. Analysis and application of theoretical models of conflict management.

Attributes:

- Liberal Arts

Restrictions:

- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM451. Political Communication. 3 Credits.

Examines the principles and practices of political communication by exploring the structure and strategies of presidential and legislative discourse. Topics include the impact of mass-mediated political messages and the rhetorical functions of political campaigns.

Attributes:

- Liberal Arts
- Writing Intensive

Restrictions:

- Must not be enrolled in the following class: Freshman

Prerequisites:

- ENG180 Minimum Grade of D- or ENG170 Minimum Grade of D- or ENG206 Minimum Grade of D- or ENG207 Minimum Grade of D- or ENG 002 Minimum Grade of TD-

May not be repeated for credit

CMM452. Communication and Gender. 3 Credits.

Influences of gender on language, speech and communication pragmatics. Topics discussed within a variety of communication contexts.

Attributes:

- Liberal Arts

Restrictions:

- Must not be enrolled in the following class: Freshman

May not be repeated for credit

CMM454. Organizational Communication Seminar. 4 Credits.

Synthesis of research regarding the role of communication in large, complex organizations. Study and application of research methods for analyzing organizational variables that affect communication behavior.

Attributes:

- Research
- Information Mgmt Advanced
- Liberal Arts
- Writing Intensive

Restrictions:

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration): Organizational (5050)

Prerequisites:

- CMM353 Minimum Grade of C- or CMM352 Minimum Grade of C- or CMM354 Minimum Grade of C-
- CMM360 Minimum Grade of C-
- ENG180 Minimum Grade of D- or ENG206 Minimum Grade of D- or ENG207 Minimum Grade of D- or ENG 002 Minimum Grade of TD- or ENG170 Minimum Grade of D-

May not be repeated for credit

CMM455. Relational Communication Seminar. 4 Credits.

Synthesis of research regarding the role of communication in interpersonal relationships. Study and application of research methods for analyzing interpersonal variables that affect communication behaviors.

Attributes:

- Information Mgmt Advanced
- Liberal Arts
- Writing Intensive

Restrictions:

- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration): Interpersonal / Intercultural (5051)

Prerequisites:

- CMM352 Minimum Grade of C- or CMM353 Minimum Grade of C- or CMM354 Minimum Grade of C-
- ENG206 Minimum Grade of D- or ENG207 Minimum Grade of D- or ENG180 Minimum Grade of D- or ENG170 Minimum Grade of D- or ENG 002 Minimum Grade of TD-

May not be repeated for credit

CMM456. Seminar in Strategic Communication. 4 Credits.

A senior-level capstone course in which students hone and apply public relations skills to several major public relations projects - written, oral, and visual. Students create, compose, and analyze proposals, business plans, as well as budgets and budget proposals.

Attributes:

- Information Mgmt Advanced
- Liberal Arts
- Writing Intensive

Restrictions:

- Must have the following level: Undergraduate
- Must be enrolled in the following class: Senior
- Must be enrolled in the following field(s) of study (major, minor or concentration): Public Relations (505R)

Prerequisites:

- CMM315 Minimum Grade of C-
- CMM316 Minimum Grade of C- or CMM317 Minimum Grade of C-

May not be repeated for credit

CMM490. Internship in Communication. 1-12 Credits.

Internship in communication. Satisfactory/Fail.

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman
- Must be enrolled in the following field(s) of study (major, minor or concentration): Communication Studies (505)

Corequisites:

- CMM491

May be repeated for credit

CMM491. Internship Seminar. 1 Credit.

The analytical component to internship experience. Students produce daily logs, professional article reviews, and a final project with accompanying analysis.

Attributes:

- Liberal Arts

Restrictions:

- Must have the following level: Undergraduate
- Must not be enrolled in the following class: Freshman

Corequisites:

- CMM490

May be repeated for credit

CMM493. Communication Selected Topic. 3-12 Credits.

Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

Attributes:

- Liberal Arts

Restrictions:

- Must not be enrolled in the following class: Freshman

May be repeated for credit

CMM494. Fieldwork Communication. 1-12 Credits.**Restrictions:**

- Must not be enrolled in the following class: Freshman

May be repeated for credit

CMM495. Independent Study Communication. 1-12 Credits.**Restrictions:**

- Must not be enrolled in the following class: Freshman

May be repeated for credit

CMM499. Modular Course. 1-12 Credits.**Anderson, Janice**

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