COMMUNICATION STUDIES

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Instructor: J. Michael Lyons

Undergraduate

- Communication Studies (https://academiccatalog.sju.edu/arts-sciences/communication-studies/communication-studies-major)

Undergraduate Minors

- Communication Studies (https://academiccatalog.sju.edu/arts-sciences/communication-studies/minor-communication-studies)

COM 200 Communication Theory/Practice (3 credits)
This introduction to communication and digital media studies focuses on various ways people employ language, image, and more cinematic means for communicative purposes. Through a series of hands-on projects students learn to research and analyze contemporary issues and trends in the field of communications, with an emphasis on digital media. In doing so, students examine how communication technologies are impacting the relationship between media audiences, producers, and content
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Communication Studies.
Attributes: Undergraduate

COM 201 Ethics in Communication (3 credits)
This course explores ethical issues in the field of communications. Themes include: privacy, civic media, citizen journalism, copyright, intellectual property, cyber bullying, net neutrality, social networking, global ethics, and digital divides. Students develop skills in applied ethical decision making, democratic dialogue, and civic participation through a range of projects in both online and community settings.
Prerequisites: COM 200
Restrictions: Enrollment is limited to students with a major in Communication Studies.
Attributes: Undergraduate

COM 202 Digital Aesthetics (3 credits)
This course examines the role of aesthetic, sensory-based experience in digital environments. The course focuses on contemporary ways to understand sensory perception (especially sight, sound, and touch) and its relationship to meaning making. Students will come to understand aesthetics as a mode of complex communication intricately related to social and cultural influences. Students will apply this understanding to a variety of hands-on projects involving color, typography, photography, infographics, sound design and editing, and presentation design.
Prerequisites: COM 200
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Communication Studies.

COM 203 Social Media (3 credits)
This course engages students in questions about media, technology, sociality, and society. Students examine both theoretical and experiential foundations in order to understand the relationship between mediated communication and human communities. Those who complete this course will gain hands on experience engaging audiences and developing communities through various social media platforms.
Prerequisites: COM 200 (may be taken concurrently) and COM 201 (may be taken concurrently)
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Communication Studies.

COM 204 Communication Theory/Practice (3 credits)
This course engages students in questions about media, technology, sociality, and society. Students examine both theoretical and experiential foundations in order to understand the relationship between mediated communication and human communities. Those who complete this course will gain hands on experience engaging audiences and developing communities through various social media platforms.
Prerequisites: COM 200 (may be taken concurrently) and COM 201 (may be taken concurrently)
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Communication Studies.

COM 371 Civic Media (3 credits)
This course engages students in questions about media, technology, sociality, and society. Students examine both theoretical and experiential foundations in order to understand the relationship between mediated communication and human communities. Those who complete this course will gain hands on experience engaging audiences and developing communities through various social media platforms.
Prerequisites: COM 200 (may be taken concurrently) and COM 201 (may be taken concurrently)
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Communication Studies.

COM 372 Web Design & Development (3 credits)
This course explores the principles and best practices for creating web content, ranging from introductory work in HTML to design prototypes and web typography. Students will work with several types of web content (text, image, audio, video) and consider how that content is best used in the composition of usable, accessible, and attractive web sites. Students will also learn about the structure/history of the web, typical design workflows, and potential careers in web work.
Prerequisites: COM 200 and COM 201
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Communication Studies.

COM 382 Digital Publishing (3 credits)
In this course students will research, produce and publish an interactive media rich culture and tour guide. This student centered digital publication will highlight art, architecture, history, culture, attractions, museums, parks, walking tours, side trips, and restaurants for the student traveler. The guidebook will also provide students traveling abroad with up-to-date, socially responsible opportunities to go beyond tourism. Destination varies depending on semester.

COM 402 Advanced Web Design (3 credits)
The class will be a mixture of web design theory and practical front-end techniques. Students are expected to have experience hand-coding websites using HTML and CSS, a basic understanding of using Git, and be familiar with basic principles of design such as color and typography. Topics covered will include: usability, accessibility, Git, Javascript/Query, designing for content management, and using Wordpress as a CMS. By the end of this course, students should have a solid understanding of the web design industry and modern web design techniques.
Prerequisites: COM 372 and COM 200 and COM 201
Restrictions: Enrollment is limited to students with a major, minor, or concentration in Communication Studies.

COM 441 Social Media & Community Engagement (3 credits)
Not-for-profit and community-based organizations rely on strategic digital communication to create social change. Students in this course gain in-depth knowledge of communication theories and practices while conducting research projects with local organizations through the Beautiful Social Research Collaborative. Students in the course actively participate as a member of a project team to complete projects with a non-profit client.
Prerequisites: COM 200 and COM 201
Communications Studies

COM 442 Non-Profit Communications (3 credits)
Not-for-profit and community-based organizations rely on strategic
digital communication to create positive social change. Students will
gain in-depth knowledge of communication theories and practices
while conducting research projects with local organizations through the
Beautiful Social Research Collaborative. Those who complete this course
will know how to apply a variety of social media theories and practices
to help organizations achieve their communication goals. Students in
the course will actively participate as a member of a project team to
complete projects with clients in the Greater Philadelphia area and, from
time to time, beyond. Local travel is required.
Prerequisites: COM 200 and COM 201

COM 465 Bear Witness: Images/Soc Change (3 credits)
For most of us the visual experience of war comes from images. We will
likely never see war first-hand so photographs, movies, video games and
graphic novels help shape our collective understanding and memory of
armed conflict. This course will investigate images of war from the United
States, Iran, Spain, Rwanda, both World Wars, the war in Vietnam and
the recent wars in Iraq and Afghanistan. We will examine photographs,
films and video games and discuss the dual purpose of war images – as
pieces of art and as the documentation of an event.

COM 472 Digital Storytelling (3 credits)
Students in this course will critique and create a variety of digital stories
through multiple lenses. Possible topics include 1) the lens of craft
(narrative paths, spectatorship, structure); 2) the lens of convergence
(transmedia storytelling, immersion, and storytelling via games); and 3)
the lens of social change (first-person narratives, documentaries, and
social justice), 4) the lens of aesthetics (style, time, and space).
Prerequisites: COM 200 and COM 201 and COM 202
Restrictions: Enrollment is limited to students with a major, minor, or
collection in Communication Studies.
Attributes: Undergraduate

COM 473 Special Topics/ Com&Digi Media (3 credits)
This special topics course will explore a specialized area at the
intersection of technology and rhetoric.
Prerequisites: COM 200 (may be taken concurrently) and COM 201 (may
be taken concurrently)
Restrictions: Enrollment is limited to students with a major, minor, or
collection in Communication Studies.
Attributes: Undergraduate

COM 491 Communications Internship (3 credits)
An on-the-job learning experience in which students spend 12-15 hours
a week over a semester, with opportunities to develop further their
understanding of communications, ideally in a career field close to their
own interests. Normally taken in the junior or senior years, after career
interests have clarified through diverse courses in the curriculum.
Prerequisites: COM 200 and COM 201
Restrictions: Enrollment is limited to students with a major, minor, or
concentration in Communication Studies.
Attributes: Undergraduate

COM 492 Communication-Indep. Study (3 credits)
COM 493 Indep Create ResearchProject I (3 credits)
COM 494 Indep CreateResearchProject II (3 credits)
COM 495 Advanced Research Project (3 credits)