College of Communication and Information Sciences

History and Objectives
The former School of Communication became the College of Communication on September 9, 1988, by action of the Board of Trustees of The University of Alabama in recognition of the school’s expanded role and scope. The College is the only communication unit in the state offering the bachelor’s, master’s and doctoral degrees.

The School of Communication had been created on July 1, 1973, by combining the existing Department of Journalism and Department of Broadcast and Film Communication with University of Alabama Television Services in a single administrative unit. During its first year, the School of Communication created an additional department, the Department of Advertising and Public Relations, from course sequences that had been part of the program in journalism. University Radio Services was established in 1980, as was the Communication Research and Service Center (now the Institute for Communication Research). On May 16, 1981, the Department of Speech Communication (now Communication Studies) moved from the College of Arts and Sciences to the School of Communication. On July 1, 1997, the College of Communication and the School of Library and Information Studies merged to form the College of Communication and Information Sciences. The School of Library and Information Studies began to offer its first undergraduate courses in information sciences in 1999 and a minor in fall 2000.

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

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

Since its founding in 1932, the Department of Communication Studies (formerly Speech Communication) at The University of Alabama has offered liberal-arts-oriented courses focused on the most fundamental and pervasive human activities. Whether developing and maintaining interpersonal relationships, providing leadership for groups and organizations, or fulfilling the responsibilities of public citizenship and service, communication competence is central to a rewarding personal, civic and professional life. The mission of the department is to prepare students to be competent communicators in whatever careers they choose by fostering their abilities to think critically, to express and to advocate ideas effectively, and to understand and appreciate the diversity of human communication practices.

The department traces its disciplinary origins to the rhetorical traditions of ancient Greece and Rome. In 20th-century programs in the United States, this academic discipline developed into an interdisciplinary field of study, encompassing both humanistic and social scientific approaches to human communication issues and practices in a broad range of public, interpersonal and cultural contexts. Departmental courses emphasize the connections between thought, action and public participation, studying theory and practice in the areas of rhetoric, persuasion, political communication, relational communication, organizational communication, leadership and culture.

Instruction in journalism at The University of Alabama began in 1925 with one course taught in the Department of English. The Department of Journalism was formed the next year, and 10 courses (taught by two faculty members) were listed in the University catalog. In 1930-31, journalism was first offered as a major, in combination with English or one of the social sciences; 24 hours of journalism were required. Courses in advertising and public relations were added to the curriculum in 1947. Graduate instruction leading to the Master of Arts degree began in 1950.

In September 1940, the University established a Department of Radio Arts in the College of Arts and Sciences and a Division of Radio Services in the Extension Division, appointing a director to supervise both units. In 1946, the two units were separated, and the department became an exclusively academic area, charged with educating students in broadcasting. A graduate program leading to the master of arts degree was established in 1950, at which time the department’s name was changed to the Department of Radio and Television Arts.

In 1966, the department’s educational role was broadened to include film studies, and its name was changed to the Department of Broadcast and Film Communication. The current name was adopted in 1989, reflecting the advent of satellites, cable systems, fiber optics and other electronic technologies. In addition to its other programs, the department participates in the college’s doctoral program in mass communication.

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

Essential Communication Functions
College-level grammar, spelling, punctuation, diction and typing skills are requirements for the successful completion of all communication courses at The University of Alabama. Students electing the information sciences minor must have taken either CAT 100 Computer Concepts & Application or CS 102 Microcomputer Concepts & Application or CS 102 Microcomputer Applications will not earn credit toward the information sciences minor.

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

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

Upper-division Requirements
To enroll in upper-division communication courses, a student must have completed the necessary prerequisite courses with grades of C- or higher and must have an overall grade point average of 2.0 or higher.

Declaring a Major and Minor
It is the student’s responsibility to declare a major in the College of Communication and Information Sciences. Application is made by filling out a major/minor form in the major department within the college. However, a student transferring from another division on campus must complete a change of division form in 297 Phifer Hall. If the transferring student has more than 45 hours, the student must also have a GPA of 2.0 or higher. The transfer of division form must be completed before an official major/minor form can be obtained from the department of choice.

A candidate for a major in the College of Communication and Information Sciences must choose a minor field of study in any department or area for which he or she is eligible, subject to both the acceptance of registration for a minor by that department or area, and approval of the minor by the student’s adviser in the college.

University Honors Program
Qualified students in the College of Communication and Information Sciences are encouraged to participate in the University Honors Program. Complete information is contained in the University Honors Program section of this catalog.

Academic Advising
Each student must contact the appropriate departmental office to be assigned an academic adviser, who assists in planning the course of study and registering for classes. It is the responsibility of each student to consult faculty advisers and to select and register for the courses that are necessary to make reasonable progress, within the time period desired, toward meeting all degree requirements. This responsibility extends to seeing that all prerequisites have been fulfilled before registering for courses that have such requirements.

Any student who needs assistance with selecting courses, determining academic progress, or addressing difficulties with coursework may make an appointment with an academic adviser, another college faculty member or any faculty member of the University.
General Degree Requirements

Students should refer to the Admissions section of this catalog for information about advanced placement, CLEP credit, CLEP subject examinations, junior college credit and transfer credit (the College of Communication and Information Sciences has final authority in decisions concerning the possible application of junior college credit and other college credit toward a student’s degree requirements). Information about academic bankruptcy, application for degree, class-hour load restrictions, concurrent enrollment, core curriculum requirements, drop/add, the University forgiveness policy, the pass/fail option and second bachelor's degrees can be found in the Academic Records and General Academic Policies section of this catalog.

In order to earn the bachelor of arts in communication degree, students must satisfy the following requirements.

Hours and Grade Point Average

All majors in the College of Communication and Information Sciences must complete the minimum number of semester hours required by their departments and approved by the College. Of the total number of hours required for each major, up to 16 may be earned in military science. The total hours for graduation must include the coursework specified in this catalog under the heading for the appropriate major department.

To be eligible for graduation, a College of Communication and Information Sciences major must have an overall and on-campus grade point average of 2.0 or higher and a grade point average of 2.0 or higher in the major and in the minor.

Grade Requirements for Courses in the Major

A student must have grades of C- or higher in all required and elective courses counted toward an undergraduate major in the College of Communication and Information Sciences. In addition, grades of C- or higher must be earned in all required external courses, including those established as prerequisites for courses in the major as well as those required directly in the major.

Students majoring in advertising and public relations, journalism, and telecommunication and film must successfully complete at least 80 hours outside the mass communication area plus 65 hours in approved liberal arts and sciences courses taught in the College of Arts and Sciences, the Department of Economics in the Culverhouse College of Commerce and Business Administration, in the Department of Communication Studies, or in other courses that meet core requirements in humanities, mathematics, social sciences, natural sciences, fine arts and behavioral sciences.

Students should always check with the major department or the College of Communication and Information Sciences records office for specific policies pertaining to a particular department or program.

Residence in the College and in the Major and Minor

While enrolled in the College of Communication and Information Sciences, students must earn a minimum of 30 hours on this campus. A minimum of 12 hours in each major and six hours in each minor must be earned at the 300 or 400 level in residence.

Independent Study by Correspondence

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

Absences

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

Policy on Prerequisites and Corequisites

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

Policy on Auditing Courses

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

Policy on Repeating Courses

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

Waiver of Courses

An entering student who presents prior study or experience that is apparently equivalent to a required course may petition the major department for a waiver of that required course, subject to the substitution of a higher-numbered course in its place. The student may be required to take an examination to obtain the waiver.

Department and Program Requirements

Hours in the Major

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

Hours in the Minor

No more than 27 hours in the minor may be counted toward the degree. In completing a single minor, the student is required to fulfill the requirements of the department that offers the minor. In the College of Arts and Sciences, for example, students must complete 15–22 hours in the minor subject, as required by that division’s departments. Students majoring in advertising or public relations, journalism, and telecommunication and film may minor in communication studies. Students majoring in communication studies may minor in advertising and public relations, journalism, or telecommunication and film.

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

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

Double Majors

A mass communication student in the College of Communication and Information Sciences may pursue a second major in communication studies or in the College of Arts and Sciences, subject to the following provisions:

- The second major must be approved by the head of the department in which the student is enrolled.
- The student must meet all of the requirements for the second major that are in effect at the time the second major is declared.
- At the time the second major is declared, a written statement of the courses to be taken in that major must be signed by the appropriate academic advisor in the department administering the second major.

Transfer Students

Transferability refers to the conditions under which The University of Alabama accepts credit from other post-secondary institutions for inclusion in the student’s record. The applicability of transferred credit toward a University of Alabama degree refers to the prerogative of an academic division to count specific transferred credit toward the student’s degree requirements. Transfer students admitted to The University of Alabama may apply to have their transcripts evaluated by the College of Communication and Information Sciences records office. It is essential to have transcripts evaluated prior to enrolling in any courses in the College of Communication and Information Sciences.

A transfer student must have earned a grade point average of 2.0 or higher (on a 4.0 scale) at the institution(s) previously attended. The student must have earned a grade of C- or higher in all transferred courses that are used to satisfy major requirements in the College of Communication and Information Sciences. No more than 18 hours of eligible 100- and 200-level courses in the major may be transferred. No 300- or 400-level (junior/senior) courses may be transferred unless special
permission is granted by the major department. No more than 21 hours in a single subject may be transferred.

A student may transfer a total of 88 hours from another accredited four-year institution or a total of one-half of the hours needed for a degree from a junior college, provided that these maximum numbers do not conflict with accreditation requirements or other divisional requirements.

**Courses Outside the Major and Minor**

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

**Specialized Minor in Other Divisions**

A student interested in a specialized minor in any other division (for example, the College of Human Environmental Sciences, College of Engineering, or College of Arts and Sciences) should contact that division.

**Faculty**

**Dean**
Singleton, Loy A.

**Associate Dean for Graduate Studies**
Zhou, Shuhua

**Associate Dean for Undergraduate Student Services**
Mills, Carol B.

**Assistant Dean for Undergraduate Studies**
Daniels, George

**Director of Development**
Portera, Neely J.

**Director of Financial Affairs**
Danner, Melanie

**Placement and Intern Director**
Oakley, Jim

**Registrar**
Bradley, Mary Ann

**Alabama Public Radio**
Duff, David
Duggins, Patrick
Henslee, Kathy

**Public Television**
Baughn, David
Cammeron, Dwight D.
Deal, Bruce
Eifler, Amy
Holloway, Tammy
Letcher, John M.

**Center for Public Television and Radio**
Brock, Elizabeth

**Institute for Communication and Information Research**
Bissell, Kimberly

**Professor Emerita**
Atkinson, Joan L.
Elebash, Camille

**Professor Emeritus**
Barban, Arnold M.
Brown, James A.
Bryant, Jennings
Deaver, Frank

Harris, Tom
Malinconico, S. Michael
Mullins, Edward
Sloan, W. David
Thompson, Frank H.
Zillmann, Dolf

**Associate Professor Emerita**
Stephens, Annabel K.

**Assistant Professor Emeritus**
Burton, John H.

**Associate Professor Emeritus**
Hartsook, Richard M.
Perry, David
Powell, Arlyn Sinclair
Roche, Bruce

**Advertising and Public Relations (APR) Courses**

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

**APR 221. Intro To Advertising. 3 sem. hrs.**
Survey of advertising, including history, social and political perspectives, advertising institutions, and an overview of advertising theory, planning, and practice. Prerequisite(s): EN 101 or EN 103 or EN 104 or EN 120; and MC 101.

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

**APR 231. Intro Public Relations. 3 sem. hrs.**
Survey of public relations, including the development and contemporary status of the field, social and political perspectives, and an overview of the practice of public relations in business, government, associations, and other organizations. Prerequisite(s): EN 101 or EN 103 or EN 104 or EN 120; and MC 101.

**APR 260. Design Applications. 0 or 3 sem. hrs.**
An introductory skills course to the primary Adobe CSS Suite items (Photoshop, Illustrator, and InDesign) used in the advertising and public relations program. Through this distance education class, students will learn the primary skill set used to make professionally designed logos, ads, brochures, newsletters, and other documents prevalent in the industry in addition to a small amount of Web training. Prerequisite(s): MC 101.

**APR 300. Visual Communication. 0 or 3 sem. hrs.**
Theory, concepts, and aesthetics of visual communication applied to commercial persuasion in advertising and public relations. Particular attention is given to the application of course content in desktop publishing. Prerequisite(s): APR 221 or APR 231 or JN 311; and APR 260 and JN 150 and MC 101.

**APR 307. Creative Imaging. 3 sem. hrs.**
Create, manipulate and optimize images for print and Internet use. Students will learn basic and advanced imaging techniques using Adobe Photoshop. Prerequisite(s): APR 221 or APR 231; and APR 260 and APR 300 and MC 101.

**APR 322. Advertising Copywriting. 3 sem. hrs.**
Examination of relationships between advertising strategy and the creative process, concentrating on the generation of ideas and the execution of advertising ideas for various media. Writing proficiency is required and must be demonstrated in order to pass this W-designated course. Prerequisite(s): MC 101 and APR 221 and APR 260 and APR 300 and JN 150; and MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110.
APR 332. Public Relations Writing. 3 sem. hrs.
Theory and practice involved in creating public relations messages, including planning, writing, editing, production, and evaluation. Writing proficiency is required and must be demonstrated in order to pass this W-designated course.
Prerequisite(s): MC 101 and APR 231 and APR 260 and APR 300 and JN 150 and JN 311; and MATH 110 or MATH 112 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110.

APR 380. Independent Study. 1-9 sem. hr.
Variable credit (1 to 9 hours). Analysis of advanced theoretical issues in commercial persuasive communication under the supervision of an advertising or public relations faculty member.

APR 381. APR Practicum. 1-3 sem. hrs.
Variable credit (1 to 3 hours). Supervised field experiences coupled with investigation of communication problems. Students may take a total of only 3 hours in internship and/or practicum courses.
Prerequisite(s): MATH 110 or MATH 112 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110; and APR 231 or APR 231; and APR 260; and APR 322 or APR 422 or APR 332; and JN 150 and MC 101.

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

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

APR 415. Online Magazine Writing. 3 sem. hrs.
This course further develops writing and editing skills for emerging electronic communications. Students’ major project is to write, produce & distribute an issue of Platform, an online magazine for PR students & educators. Writing proficiency is required and must be demonstrated in order to pass this W-designated course.
Prerequisite(s): MATH 110 or MATH 112 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 231 and APR 260; and APR 322 or APR 422 or APR 332; and JN 150 and MC 101.

APR 418. Advertising Development. 3 sem. hrs.
Theory and practice of visual communication in telecommunication and print media, with particular attention to the latest creative approaches being applied in advertising and public relations.
Prerequisite(s): MC 101 and APR 221 and APR 300 and APR 260 and APR 322 and EC 110; and MATH 110 or MATH 112 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 231 and APR 260 and APR 300 and APR 332 and JN 150 and JN 311 and MC 101.

APR 419. Public Relations Development. 3 sem. hrs.
Application of graphic design techniques to the creation and production of public-relations-oriented publications.
Prerequisite(s): MATH 110 or MATH 112 or MATH 115 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 231 and APR 260 and APR 300 and APR 332 and JN 150 and JN 311 and MC 101.

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

APR 422. Advertising Media. 0 or 3 sem. hrs.
Study of media as vehicles for advertising messages, and preparation of media objectives, strategies, budgets, and buying plans. May be taken for graduate credit.
Prerequisite(s): MATH 110 or MATH 112 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 221 and APR 260 and JN 150 and MC 101.

APR 423. Advertising Management. 3 sem. hrs.
The course concentrates on advertising as a business-building activity and examines the concepts, perspectives, and practices that advertising decision makers can employ to maximize the value of advertising. Writing proficiency is required and must be demonstrated in order to pass this W-designated course.
Prerequisite(s): MC 101 and APR 221 and APR 260 and APR 300 and APR 322 and APR 422 and JN 150; and MATH 110 or MATH 112 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110.

APR 424. Advertising Campaigns. 3 sem. hrs.
Planning and execution of advertising campaigns for specific organizations. Integration of advertising theory, concepts, and techniques into complete communication programs. Offered in fall and spring semesters.
Prerequisite(s): MC 101 and APR 221 and APR 260 and APR 300 and APR 322 and APR 422 and JN 150 and EC 110; and MATH 110 or MATH 112 or MATH 115 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146.

APR 432. Public Relations Management. 3 sem. hrs.
The course concentrates on public relations as an essential element in the effective management of any organization and examines the concepts, perspectives, and practices that apply to the management of communication programs directed to various audiences inside and outside the organization. Writing proficiency is required and must be demonstrated in order to pass this W-designated course.
Prerequisite(s): MATH 110 or MATH 112 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 231 and APR 260 and APR 300 and APR 332 and JN 150 and JN 311 and MC 101.

APR 433. Public Relations Campaigns. 3 sem. hrs.
Planning and execution of public relations campaigns for specific organizations. Integration of public relations theory, concepts, and techniques into complete communication programs. Offered in fall and spring semesters.
Prerequisite(s): MATH 110 or MATH 112 or MATH 115 or MATH 112 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 231 and APR 260 and APR 300 and APR 332 and JN 150 and JN 311 and MC 101.

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

APR 480. Readings In APR. 3 sem. hrs.

Communication Information Sciences (CIS) Courses
CIS 100. Freshman Compass Living/Learning. 1 sem. hr.

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

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

COM 104. Forensics. 0 or 1 sem. hrs.
per semester (may earn up to 6 hours toward COM major). The individual events program focuses on the preparation and presentation of various kinds of speeches and on the oral interpretation of literature. The debate program focuses on the research and practice of oral argument.

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

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

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

COM 155. Freshman Seminar. 3 sem. hrs.
COM 210. Oral Interpretation. 3 sem. hrs.
Beginning course in the oral interpretation of literature. The course covers principles and techniques of analyzing and presenting poetry, prose, and dramatic literature orally. HU designation for university core curriculum.

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

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

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

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

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

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

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

COM 323. Advanced Public Speaking. 3 sem. hrs.
Prerequisite: COM 104, COM 121, COM 122, or 123. Advanced exploration of principles and models of contemporary public address. Prerequisite(s): COM 104 or COM 121 or COM 122 or COM 123.

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

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

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

COM 348. Argumentation. 3 sem. hrs.
Theory and practice of argumentation, applying basic principles to both oral and written discourse.

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

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

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

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

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

COM 413. Communication & Diversity. 3 sem. hrs.
Study and analysis of issues of diversity as they relate to groups in society and in communication fields. Emphasis is on the media's treatment of various groups in society. Writing proficiency is a requirement for passing the course. W designation for University core curriculum. Prerequisite(s): COM 100 or COM 101.

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

COM 425. Gender & Political Communication. 3 sem. hrs.
Study of the impact of gender on political communication activities. Topics include gender differences in political messages and voter orientation, masculine ideals of leadership, women's roles and advancement in the political sphere, and media representations. Prerequisite(s): COM 100 or COM 101.

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

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

COM 451. Instructional Communication. 3 sem. hrs.
Principles and strategies for teaching communication studies at the high-school and community-college level. Prerequisite(s): COM 100 or COM 101.

COM 460. Group Leadership. 3 sem. hrs.
Principles of leadership, women's roles and advancement in the political sphere, and building community. Writing proficiency within this discipline is required for a passing grade in this course. W designation for University core curriculum. Prerequisite(s): COM 220.

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

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

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

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

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

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

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

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

IS 402. Society Ii: Info Ii 21st Cent. 3 sem. hrs.
The most successful economic, political, social and cultural experiments in today’s electronic environment, found in communities, businesses and governance of all kinds, suggest what will become the trends of the global information economy of the 21st century.

Journalism (JN) Courses

JN 101. Journalistic Principles and Practices. 1 sem. hr.
The role of journalism in a democratic society, emphasizing history, law and ethics. Students are introduced to career options and opportunities for journalism majors and minors. Students start a professional blog, which will be used as their work portfolio as they progress in the department. Required of all majors and minors in the department.

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

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

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

JN 311. News Writing and Reporting. 0 or 3 sem. hrs.
Fundamentals of newsgathering and newswriting for news and public relations organizations. This course is a prerequisite for all succeeding journalism and PR courses. Writing proficiency within this discipline is required for a passing grade in this W-designed course. Prerequisite(s): MC 101 and JN 150 one of the following: (JN 101 or JN 200 or APR 231).

JN 312. Editing. 3 sem. hrs.
Preparing copy for publication across media platforms with an emphasis on careful writing, accuracy and presentation. Writing proficiency is required for a passing grade in this W designed course. Prerequisite(s): JN 261 and JN 311.

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

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

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

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

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

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

JN 382. Internship. 1-3 sem. hr.
Variable credit (1 to 3 hours). Students may take up to 3 hours of internship credit toward their degree. For each credit, students must work 60 hours at a professional media organization under the supervision of a media professional. Prerequisite(s): JN 311.

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

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

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

JN 417. Digital Community Journalism. 3 sem. hrs.
Students produce and publish original articles, photography and multimedia stories for Dateline Alabama, the department’s student-run news site covering the campus and Tuscaloosa communities. Students hone professional journalism skills as editors and producers and work to build professional portfolios. Prerequisite(s): JN 315 or JN 320 or JN 325 or JN 361.

JN 418. Advanced Sports Writing & Reporting. 3 sem. hrs.
Advanced techniques in reporting and writing for sports media. Students analyze published work, begin their own sports blog and write several articles, including two in-depth pieces. Prerequisite(s): JN 315 or JN 318.

JN 419. Food Writing & Reporting. 3 sem. hrs.
Conceptualizing, pitching, reporting and writing food journalism. Students read and analyze examples of food news and feature articles. Students produce several short articles and one in-depth piece of food journalism. Prerequisite(s): JN 315 and JN 318.

JN 426. Advanced Journalism Design. 3 sem. hrs.
Application of graphic design techniques to both print and Web-based publications. Theory and practice of creating and executing layouts and design. Prerequisite(s): JN 312 and JN 320.

JN 430. Digital Media Workshop. 3 sem. hrs.
Explores and applies media convergence principles and techniques in producing online content. Course emphasizes writing, editing, shooting photos and video and designing for the web and other digital delivery forms. Students produce special digital projects on themed topics. Prerequisite(s): JN 315 or JN 318 or JN 320 or JN 325 or JN 361.

JN 436. Teaching Of Journalism. 3 sem. hrs.
Introduction to the techniques and practices of teaching scholastic journalism and management of school print, online and broadcast media. Designed for students who wish to teach and advise K-12 newspapers, yearbooks, literary magazines, web sites or radio and television programs.

JN 461. Advanced Photojournalism. 3 sem. hrs.
This capstone photo class is for students interested in a career in photojournalism. Advanced techniques, deadline pressure and problem solving are addressed, with emphasis on producing a professional portfolio of digital still photography and video. Prerequisite(s): JN 361.

JN 491. Special Topics in Journalism. 3 sem. hrs.
Course content varies to explore current topics in journalism. Repeatable for up to 6 credits if the topics are different. Prerequisite(s): JN 261 and JN 311.

JN 492. International Media Production. 3 sem. hrs.
Capstone course in print and online magazine reporting, writing, photographing and designing in an international setting. Students take on leadership roles associated with producing a magazine and its accompanying Web site. Departmental approval required. Prerequisite(s): JN 312 and one of the following: JN 315 or JN 318 or JN 320 or JN 361.
Mass Communication (MC) Courses

MC 101. Intro To Mass Communic. 3 sem. hrs.
Introduction to the fields of communication, including theory, law and regulation, history, social implications, and mass media operations.
Prerequisite(s): MC 101.

MC 103. Fundamentl Informatn Literacy. 3 sem. hrs.
Information literacy is crucial to being successful in the Information Age. Individuals need to be able to locate, evaluate, and use information effectively and efficiently. Information ethical issues are also important.
Prerequisite(s): MC 101.

Study of laws and regulations affecting the mass media and the fields of mass communication. May be taken for graduate credit.
Prerequisite(s): MC 101.

MC 405. Mass Communctn Ethics. 3 sem. hrs.
Freedoms and responsibilities of mass media practitioners and institutions, explored within the framework of ethical theory. Consideration of values, codes of ethics, moral development, professionalism, institutional constraints, etc., as applied to media of information, persuasion, and entertainment. May be taken for graduate credit.
Prerequisite(s): MC 101.

Overview and application of the methods used in quantitative and qualitative mass communication research.
Prerequisite(s): MC 101.

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

MC 413. Communication & Diversity. 3 sem. hrs.
Study and analysis of issues of diversity as they relate to groups in society and in mass communication fields. Emphasis is on the mass media's treatment of various groups in society. Writing proficiency in this discipline is required for passing this W-designated course. May be taken for graduate credit.
Prerequisite(s): MC 101.

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

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

MC 444. Lobbying. 3 sem. hrs.
A survey of legislative/political techniques and communication strategies and tactics used by corporations, trade associations, and other interest groups to successfully impact federal policymaking.
Prerequisite(s): MC 101.

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

Telecommunication and Film (TCF) Courses

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

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

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

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

TCF 201. Intro to Video Production. 0 or 3 sem. hrs.
Introduces students to theories and techniques of video production and post-production. Topics include script formatting, camera technique, lighting, sound, and editing. In this hands-on course, students will produce short video projects that emphasize technical proficiency and visual storytelling.
Prerequisite(s): TCF 100 Sophomore standing or higher.

TCF 215. Writing Presentn Telecom. 3 sem. hrs.
Study of and practice in techniques and skills used in writing and presenting scripts, copy, and professional reports as required by telecommunication media.
Prerequisite(s): TCF 100.

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

TCF 285. Intro to Reporting. 3 sem. hrs.
Students will learn the terminology of the electronic reporting industry and will begin writing for broadcast. This course also covers basic equipment used in the newsroom and in the field, and serves as the foundation class for the TCF Reporting sequence.
Prerequisite(s): TCF 100.

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

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

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

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

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

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

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

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

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

TCF 331. Intro to Reporting. 3 sem. hrs.
Prerequisite(s): TCF 100.
TCF 332. Intermediate Electronic Reporting. 3 sem. hrs.
Elements of news reporting for the electronic media, with focus on radio writing, reporting, and performance. Writing proficiency is required for a passing grade in this W-designated course.
Prerequisite(s): TCF 100 and TCF 288.

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

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

TCF 335. New Media. 3 sem. hrs.
Preparation and presentation of news and sports for new media outlets, including internet formats.
Prerequisite(s): TCF 145 or TCF 333.

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

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

TCF 357. Production Management. 3 sem. hrs.
Study of and practice in techniques and skills used in organizing location shoots for television, film, documentaries, and commercials.

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

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

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

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

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

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

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

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

TCF 401. Corporate & Inst. Media. 3 sem. hrs.
Study of non-broadcast media systems used within corporations and organizations for training, communications, sales, public relations, and instruction. Topics include production techniques; instructional design for video/multimedia; distribution methods; budgeting and management; and careers in corporate media.
Prerequisite(s): TCF 201 and TCF 361 or TCF 351 or TCF 312 or TCF 301.

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

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

TCF 420. Telecommuncanect Effects. 3 sem. hrs.
Study of individual and social effects of electronic mass media, with emphasis on research results.

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

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

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

TCF 437. Specializations in Prod. Mgt. 3 sem. hrs.
Examines the special requirements needed for production managers in areas outside of the standard television or film production. Topics include animation, gaming and documentaries.
Prerequisite(s): TCF 100.

TCF 438. Producing. 3 sem. hrs.
Examines the economic structures and business practices used by the entertainment industry. This includes development contract law, financing, distribution, pitching and negotiating with Guilds & Unions.
Prerequisite(s): TCF 100.

TCF 440. Sem In American Cinema. 3 sem. hrs.
Study of selected topics in United States film. Writing proficiency is required for a passing grade in this W-designated course.

TCF 441. Documentary Production. 3 sem. hrs.
This course guides students through the design, pre-production planning, production, postproduction and subsequent evaluation of individual and group documentary project(s). Instruction topics include contemporary visual storytelling, cinematic philosophies, ethical issues, research, funding, and distribution.
Prerequisite(s): TCF 201 and TCF 361 or TCF 351 or TCF 312 or TCF 301.

TCF 442. Advanced Video Projects. 3 sem. hrs.
The application of advanced production skills, including directing, videography, editing, and production management, in the production of a polished, short-subject film on digital video. Students work in groups over the course of the semester, shepherding film project from preproduction to exhibition.

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

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

TCF 448. Telecommuncanect Policy & Law. 3 sem. hrs.
Organizational structures and processes that formulate and apply laws and regulations shaping broadcast, cable, satellite, and new electronic media operations. Analysis of national policies and standards and their relationship to regional and international controls and practices.

TCF 451. Advanced Television Production. 3 sem. hrs.
Students will receive instruction and practical experience in the development of programming for television, including research, planning and budgeting for series productions. Students will produce small and large group projects for broadcast and follow the projects from concept through the completion.
Prerequisite(s): TCF 201 and TCF 361 or TCF 351 or TCF 312 or TCF 301.

TCF 451. Advanced Post Production. 3 sem. hrs.
Further instruction in nonlinear editing with emphasis on special effects, motion graphics, and advanced editing techniques.
Prerequisite(s): TCF 201 and TCF 361 or TCF 351 or TCF 312 or TCF 301; or TCF 150.

Students will begin development on a production project from first draft to a shooting ready production binder.
Students produce and edit short senior projects developed in TCF 490. Project will
include a fine cut and a press kit.
Prerequisite(s): TCF 490.