

# Comm, Media, and Persuasion (CMP)

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## Courses

### ***CMP 1110 Media Writing: 3 semester hours.***

A practical introduction to writing for the mass media. Students develop interviewing skills, reporting techniques, and the proper form and style for crafting basic news stories. F, S

### ***CMP 1199 Experimental Course: 1-6 semester hours.***

The content of this course is not described in the catalog. Title and number of credits are announced in the Class Schedule. Experimental courses may be offered no more than three times with the same title and content. May be repeated.

### ***CMP 2201 Business and Professional Communication: 3 semester hours.***

Advanced speech course emphasizes practical speaking needs of business and professional people. PREREQ: COMM 1101. F, S, Su

### ***CMP 2202 Photo, Graphic, and Video Editing: 3 semester hours.***

An introduction to photographic, graphic design, and non-linear video editing skills. The course is designed to prepare students for more advanced courses in any of these specific areas. Students will learn how to apply multimedia production applications including professional industry standard photo, graphic, and video editing software. F, S

### ***CMP 2203 Media Literacy: 3 semester hours.***

A broad survey of the foundations of the mass media through critical and theoretical perspectives, with particular attention devoted to how economic structures influence media content, the impact of technological innovation, and the proper evaluation of media sources. Topics include how the media manufacture stories, differences between various print and electronic sources of information, recognizing media bias, and different types of media polling. Satisfies Objective 8 of the General Education Requirements. F, S

### ***CMP 2205 Argumentation: 3 semester hours.***

Study of argument, analysis, evidence, reasoning, fallacies, briefing, and delivery. Satisfies Objective 7 of the General Education Requirements. F

### ***CMP 2209 Persuasion: 3 semester hours.***

Advanced theory and performance course emphasizing principles of message composition and methods affecting attitude change in public communication. F, S

### ***CMP 2231 Introduction to Graphic Design: 3 semester hours.***

Introduction to the field of graphic design. Design history, design movements, materials and design programs will be explored to give students a well-rounded glimpse into the field of graphic design. Lectures, demonstrations, projects and discussion are designed to help students articulate ideas and understand the fundamental elements and principles of graphic design while using correct terminology pertinent to the field. F, S

### ***CMP 2241 Introduction to Public Relations: 3 semester hours.***

Provides background in the history, scope, ethics, and functions of the public relations field. Particular attention given to understanding of publics and ways of gaining public support for an activity, cause, movement, or institution. F

### ***CMP 2250 History and Appreciation of Photography: 3 semester hours.***

Discovery of the photographic process and its evolution to present. Analysis of many recognized masters of photography. Equivalent to ART 2210. Partially satisfies Objective 4 of the General Education Requirements. F, S

### ***CMP 2251 Introduction to Photography: 3 semester hours.***

Introduction to the fundamentals of digital camera use, and important techniques such as light and composition. The use of photography as an artistic and expressive medium is explored through assignments. Class consists of lectures, demonstrations, and group critiques. Students must have own digital camera with manual controls. F, S

### ***CMP 2261 Introduction to Advertising: 3 semester hours.***

An introduction to the role of advertising in our economy and its place in mass communications. This includes: an introduction to integrated marketing communication, the organization of the advertising profession, uses of advertising appeals, the psychology behind advertising effectiveness, the role of product and market research, and what makes an effective advertisement. F

### ***CMP 2271 Television and Video Production: 3 semester hours.***

Emphasis on studio and remote video production, with exercises in basic camera operation, electronic editing, studio directing, field production, and online distribution. PREREQ: CMP 2202. S

### ***CMP 2286 Visual Rhetoric: 3 semester hours.***

Introduction to visual media. Students will be introduced to theories explaining the persuasive function of images and apply these approaches in a variety of contexts such as images in political cartoons, film, television, and print. F, S

### ***CMP 2299 Experimental Course: 1-6 semester hours.***

The content of this course is not described in the catalog. Title and number of credits are announced in the Class Schedule. Experimental courses may be offered no more than three times with the same title and content. May be repeated.

### ***CMP 3302 Image Management: 3 semester hours.***

Explores the management of public images of individuals (politicians, athletes, celebrities, teams, and corporations) during times of crisis and success. This course examines and evaluates the rhetorical strategies used in many contemporary situations of crisis and success. S

### ***CMP 3305 Intercollegiate Debate: 1-3 semester hours.***

Students prepare for regional- and national-level intercollegiate debate tournament competition. May be repeated for up to 8 credits. PREREQ: Debate team member. F, S

### ***CMP 3307 Introduction to Social Media: 3 semester hours.***

An introduction to the theory and skills required to develop, manage, and analyze social media campaigns. Students will gain hands-on experience with a variety of digital tools and social networking platforms, evaluate current industry best practices and standards, analyze the role of social media in society, and develop interactive campaigns. F

### ***CMP 3308 Groups and Communication: 3 semester hours.***

Examines the process of human communication among members of organized groups. Topics studied include leadership development, norms, roles, cohesion, problem-solving techniques, and conflict. F, S.

### ***CMP 3309 Communication Inquiry: 3 semester hours.***

Introduces tools and strategies communication professionals use to answer questions and solve problems through systematic investigation. The course will focus on developing an understanding of applied communication research, including design, sampling, data collection, and data analysis. S

### ***CMP 3310 Multiplatform Storytelling: 3 semester hours.***

This course provides hands-on experience in blogging, podcasting, and screenwriting. Students will learn how to target market demographics, develop content, and pitch ideas to online, television, film, and video game industries. F, S.

### ***CMP 3311 Business and Tech Reporting: 3 semester hours.***

Develops reporting skills by learning how to gather and interpret data, conduct interviews, and write stories on corporate earnings, economic trends, and the tech industry PREREQ: CMP 1110 or permission of instructor. F

***CMP 3312 Screenwriting: 3 semester hours.***

A guide to the fundamentals of story structure, script formatting, and punchy dialogue, this course covers how to create genre-specific movies and television/streaming series. Students simulate the experience of working in the entertainment industry by pitching ideas and writing scripts, using specialty software available in the classroom. S

***CMP 3320 Foundations of Leadership: 3 semester hours.***

Introductory exploration of the modern dimensions of leadership. Students will link current theory and practices to personal self-assessment and behavioral applications. F

***CMP 3336 Studio I: Typography and Digital Media: 3 semester hours.***

An introduction to the study of letter forms for their aesthetic and communicative value. Typographic fundamentals of alphabet history, type classification, printing technology effects, font design, visual space, hierarchy and grid systems will be explored. Critique and individual discussion focused on developing typographic refinement and attention to detail. Special focus on design for the screen, current trends in typography, and an introduction into motion graphics. PREREQ: CMP 2231 or CMP 4402 or Permission of Instructor. S

***CMP 3338 Studio II: Typography and Print Media: 3 semester hours.***

An intermediate study of typography for its aesthetic and communicative value. Context effects on legibility and readability, type as image, type in sequence and typographic systems will be explored. Critique and individual discussion focused on developing typographic refinement and attention to detail. PREREQ: CMP 2231 or CMP 4402; or Permission of Instructor. F

***CMP 3339 Web Design: 3 semester hours.***

An introduction to website design, with a focus on aesthetics, content management, system customization, and basic programming. Students will gain practical skills in developing sites for both individuals and businesses. PREREQ: CMP 2202 or CMP 4402 or permission of instructor. RECOMMENDED: CMP 2231. F, S

***CMP 3346 Public Relations Writing: 3 semester hours.***

Development of professional writing disciplines and skills expected of PR practitioners through exploration of various forms of public relations writing such as press releases, statements, public service announcements, media correspondence, media advisories, newsletter articles, fact sheets, and talking points. PREREQ: CMP 1110 and CMP 2241. F

***CMP 3347 Sport Communication: 3 semester hours.***

This course is designed to define and expand student perceptions of "sport communication" by covering concepts, skills, and vocabulary used in the field. Upon completion, students should have a broad understanding of how sport communication functions in a variety of areas and the influences and diversity of voices in the discipline. F

***CMP 3352 Photo Communication: 3 semester hours.***

Survey and application of visual storytelling in three broad genres: Place, Culture, and People. Intermediate-level computer manipulation of images will also be introduced. This course involves planned, class field work away from campus. PREREQ: CMP 2202 and CMP 2251, or permission of instructor. F

***CMP 3355 Lighting for Digital Media: 3 semester hours.***

Lighting theory and practice for studio and location digital media productions. Introduction to aesthetics and technical concepts of lighting for video, film, and photographic digital media. Emphasis is given to storytelling through light using artificial lighting and/or natural ambient lighting for all camera formats. Students will need access to a DSLR or mirrorless camera capable of shooting video in 1080p or 4k. PREREQ: CMP 2251 or CMP 2271, or permission of the instructor. S

***CMP 3365 Advertising Strategy and Copywriting: 3 semester hours.***

This course considers the strategic planning process required to develop an effective advertising, IMC, or social marketing campaign. Students will hone their skills by conducting primary and secondary research; developing a SWOT analysis, objectives, tactics, target market profiles, product positioning statements, and media strategies for a company; and compiling a plansbook as an important component of their portfolio. PREREQ: CMP 2261 and CMP 2231, or MKTG 2225. S

***CMP 3367 Media Planning and Analytics: 3 semester hours.***

This course provides an in-depth overview of media analysis and planning. It emphasizes the skills necessary for navigating media analytics, writing media plans books, and executing advertising media plans. Media analytics is the foundational language behind digital communication, allowing the creation and evaluation of data-driven decisions in advertising, and public relations, and social media. PREREQ: MATH 1123 or higher. S

***CMP 3371 Narrative Video Production: 3 semester hours.***

Narrative video is the study and execution of videos that tell stories. We study the basic components of the narrative arc in storytelling, then create videos, fiction and/or non-fiction, exemplifying these ideas. Students should know the fundamentals of scripting, shooting, and editing and be ready to apply those skills to become audio/video storytellers. F

***CMP 3373 Documentary Cinema: 3 semester hours.***

This course acts as a survey of documentary film narratives and techniques via the study of contemporary programming in the genre. Specifically, theatrical, television, and streaming releases will be synthesized for ideas unique to this nonfiction form of filmmaking whose practical uses span from the political to the quiet and observational. Production and storytelling processes will be practically examined alongside isolated texts examining authorial voice, ethics, censorship, and the subjective vs. objective lens in documentary storytelling. S

***CMP 3382 Political Communication: 3 semester hours.***

This course identifies and examines what constitutes effective communication in American politics, ranging from an analysis or rhetorical discourse in presidential oratory to contemporary media strategies employed in both election campaigns and social movements. F

***CMP 3383 Activism and Social Change: 3 semester hours.***

This course examines the strategies, tools, and tactics used in social movements, especially as movements adapt to different media environments. Students study domestic and international examples from the past and present to understand how media is used to spread information, raise awareness, organize resistance, and document events. S

***CMP 3399 Experimental Course: 1-6 semester hours.***

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***CMP 4402 Digital Media Bootcamp: 3 semester hours.***

This course is designed to give upper-level and graduate students a crash course in the technologies, software and platforms commonly used for the creation, editing, and distribution of digital media. Topics covered include graphic design, layout, photo manipulation, video editing, and online dissemination. S

***CMP 4403 Mass Communication and Society: 3 semester hours.***

Introduces students to mass media theories scholars use to study the effects of media messages. Students will also read and discuss research illustrating the media's impact on individuals, society, and cultures. Topics include the media's relationship to stereotyping, images of sexuality, violence, values, politics, and globalization. S

**CMP 4404 Gender and Communication: 3 semester hours.**

Course examines communication arenas from a perspective that focuses on gender and includes study of similarities and differences in female/male patterns. Topics include nonverbal, organizational, language, family, and friendship. F

**CMP 4410 Mass Media History, Law, and Ethics: 3 semester hours.**

A comprehensive exploration of mass communication law and the history of mass media. The course examines media rights of free expression and First Amendment including libel privacy, access to information, free-press, and other related topics and themes. F

**CMP 4418 Feature Writing: 3 semester hours.**

Develops feature reporting and writing skills for magazines and web publications. Students examine classic, exemplary works of journalism and gain experience creating feature profiles, sports and travel articles, restaurant reviews, and Gonzo-style investigations. PREREQ: CMP 1110. S

**CMP 4420 Advanced Leader Communication: 3 semester hours.**

Advanced exploration of the vital relationship between communication and leader effectiveness with a focus on particular communication tools and strategies. S

**CMP 4422 Conflict Management: 3 semester hours.**

Examines the dynamics of everyday conflicts across a variety of settings, from personal to organizational. Principles of conflict, similar across all communicative contexts, are emphasized. Theory and its application are given equal importance. F

**CMP 4437 Illustration and Brand Identity: 3 semester hours.**

Introduces business strategies and design techniques associated with brand development. Emphasis is placed on methods of thinking, research and implementation. Through demonstrations, theory and practical application, students are also introduced to numerous media and illustrative techniques to support their portfolio and branding. Encouraged experimentation is tempered by an understanding of problem solving and conceptualization. PREREQ: CMP 2231 or CMP 4402. F

**CMP 4438 Graphic Design Portfolio: 3 semester hours.**

Career development strategies are honed with preparation through lectures, demonstrations and studio work. Existing projects are analyzed, refined and gaps in the student's body of work are filled with new, systematic outcomes. All work must meet professional standards with emphasis on quality and job-related subject matter. Focus is placed on solidification of the portfolio for employment and/or graduate school. This course is strongly recommended for the spring semester of senior year. PREREQ: CMP 2231 OR CMP 4402; CMP 3336, CMP 3338, and CMP 4437 or permission of instructor.

**CMP 4440 Sport Public Relations: 3 semester hours.**

Examines public relations theories and skills relevant to sport. Emphasizes image management; media and community relations; critical analysis of campaigns; and written and oral presentation skills necessary for sport public relations specialists. S

**CMP 4446 Public Relations Campaigns: 3 semester hours.**

Tactics and strategies for planning public relations campaigns for public and private organizations. PREREQ: CMP 3346. S

**CMP 4459 Business Practices for Visual Media: 3 semester hours.**

This course will explore the reality of owning and/or running a successful visual media business built on strong management principles, ethical standards, and other professional practices. Student assignments, reading materials, and group discussions will focus on producing individual business plans, film grant proposals, and supportive material for their video or photographic specialty areas. PREREQ: Junior or Senior level students, or permission of instructor. F

**CMP 4460 National Student Advertising Competition: 3 semester hours.**

Students work as a team to apply persuasive mass communication principles to solving a real-world marketing communication problem for a client provided by the AAF/NSAC. May be repeated for up to 9 credits. PREREQ: Permission of instructor. COREQ: Membership in ISU AAF. S

**CMP 4465 Advertising Campaigns: 3 semester hours.**

Capstone course; the development of an advertising campaign; includes situation analysis, research, strategy, and creation of the advertising. PREREQ: CMP 3365. S

**CMP 4467 Social Media Campaigns: 3 semester hours.**

Capstone course applying concepts of communication, visual media, and social media to the development of client campaigns and personal social media brands. PREREQ: CMP 3307. S

**CMP 4471 Studio-Based Content Creation: 3 semester hours.**

Students create studio-based, personality driven video content, including TV news and sports shows, YouTube channels, and podcasts. Through a process of collaboration with fellow students and the instructor, participants will prepare and deliver content in a live studio or live-to-tape setting. PREREQ: CMP 2202 and CMP 2271 or permission of instructor. S

**CMP 4475 Corporate Video Production: 3 semester hours.**

Producing for corporate, educational, home video, documentary and other nonfiction markets. Advanced production techniques. Major project required. PREREQ: CMP 2202 and CMP 2271 or permission of instructor. S

**CMP 4483 Rhetoric of Popular Culture: 3 semester hours.**

Explores the functions of rhetoric in popular culture mass media including news, television, film, fiction, advertising, music, and the internet. Emphasizes understanding how rhetoric in these mediums reflects, influences, and interacts with the culture. S

**CMP 4487 Rhetorical Theory: 3 semester hours.**

Course provides students with the foundations of rhetoric by examining principal rhetorical theories from Classical, Medieval, Renaissance, Modern, and Contemporary eras. F

**CMP 4488 Rhetorical Criticism: 3 semester hours.**

Study and application of various theories and methods of rhetorical criticism including Aristotelian and Burkeian principles. S

**CMP 4491 Independent Projects: 1-3 semester hours.**

Under the supervision of professors in the various areas of communication, students will prepare reports and carry out projects designed to promote professional growth. May be repeated for up to 6 credits. PREREQ: Permission of instructor and department. F, S

**CMP 4494 Internship: 1-3 semester hours.**

Department approval required. Directed field experience with an approved agency. Learning contract required. May be repeated for up to 6 credits. PREREQ: Permission of instructor and department. F, S

**CMP 4499 Experimental Course: 1-6 semester hours.**

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