COMMUNICATION (CMN)

The Department of Communication emphasizes a range of studies in human communication, including rhetoric, media, and interpersonal communication. Students are taught to analyze verbal, nonverbal, and mediated messages from a variety of perspectives including historical, critical, interpretive, and empirical approaches. Students explore connections and interrelationships among the people, environments, and messages that comprise the social world.

The communication major prepares students well for a wide variety of careers in business and industry, public relations and advertising, personnel, government, education, media, and social services. Students expecting “vocational education,” however, will be disappointed. We do not train students to do specific communication tasks, such as how to run a camera or how to construct a magazine advertisement. Rather, we help students to develop their understanding of how communication works the way it does, such as why certain production techniques influence people’s interpretations of televised messages or how a particular advertising theme reflects and reinforces the values of a society. Students grapple with such “how” and “why” questions as they study instances of public address in political campaigns, social movements, governmental pronouncements, news reports, and community dialogues. Students also tackle the how’s and why’s of interpersonal communication between friends, family members, work colleagues, acquaintances, and strangers.

The department is committed to providing a strong liberal arts orientation that helps students develop their abilities to think—to describe, analyze, critique, explore, integrate, synthesize, and create ideas. The department’s faculty members believe that these are the skills and abilities that will be the most useful resources in students’ professional, civic, and personal lives after leaving UNH. The program trains students to understand, adapt to, and participate in social change. These educational efforts lead to the kind of fundamental understanding that identifies the communication professional and also provides a firm foundation for advanced, graduate study in communication and related fields.

The department’s faculty members have a strong national and international reputation for their research and publications. In addition, the department is recognized on campus for its commitment to teaching. About half of the department’s tenure-track faculty members have won awards for teaching excellence. The faculty is also very active in university, community, and professional service.

The department offers a business applications option for communication majors who want to augment the liberal arts focus of their major with professional training in such areas as marketing, advertising, and organizational behavior.

The department offers a media practices option for communication majors who want to augment their major with training in media production and applied media communication through courses at UNH-Manchester Communication Arts Department.

The department also offers internships, which are designed to integrate classroom study and supervised practical experience in a work setting. Internship credits do not count toward completion of the communication major, but they do contribute to the total number of credits needed for graduation.

https://cola.unh.edu/communication

Programs

- Communication Major (B.A.) (http://catalog.unh.edu/undergraduate/liberal-arts/programs-study/communication/communication-major-ba)
- Communication Major: Business Applications Option (B.A.) (http://catalog.unh.edu/undergraduate/liberal-arts/programs-study/communication/communication-major-business-applications-option-ba)
- Communication Major: Media Practices Option (B.A.) (http://catalog.unh.edu/undergraduate/liberal-arts/programs-study/communication/communication-major-media-practices-option-ba)
- Communication Minor (http://catalog.unh.edu/undergraduate/liberal-arts/programs-study/communication/communication-minor)

Courses

Communication (CMN)

CMN 440A - Honors/Communication, Identity and Addiction
Credits: 4
Exploration of how diverse ways of talking about addiction contribute to our understanding — and ultimate approach toward — addictive behaviors. Focus will be on a relational approach to understanding the complex lives of human in their social contexts; it is an approach that challenges the dominant individualistic and scientific models of a person. Examination of the ways in which the moral, disease, and psychosocial models of addiction invite us to ignore larger social, cultural, and global issues that contribute to addiction.
Attributes: Social Science (Discovery)

CMN 455 - Introduction to Media Studies
Credits: 4
Nature, development, and the effects of mass media. Overview of mass communication history and theory.
Attributes: Social Science (Discovery)

CMN 455H - Honors/Introduction to Mass Communication
Credits: 4
Nature, development, and the effects of mass media. Overview of mass communication history and theory.
Attributes: Social Science (Discovery)

CMN 456 - Propaganda and Persuasion
Credits: 4
Introduction to theories of propaganda and persuasion. Examination of symbolic strategies designed to secure or resist social and institutional change. Attention given to case studies of social, political, economic, and religious reformation. Special consideration of the ethical ramifications of such efforts.
Attributes: Humanities(Disc)

CMN 456H - Honors/Propaganda and Persuasion
Credits: 4
Introduction to theories of propaganda and persuasion. Examination of symbolic strategies designed to secure or resist social and institutional change. Attention given to case studies of social, political, economic, and religious reformation. Special consideration of the ethical ramifications of such efforts.
Attributes: Humanities(Disc)
CMN 457 - Introduction to Language and Social Interaction  
**Credits:** 4  
An introduction to the study of the conversational basis of social reality. Presents an overview of interpersonal communication processes and the ways in which they influence the formation of identity, personal relationships, gender, interactional patterns, conflict, culture, and power. Readings and class material from a variety of authors in the communication discipline as well as related fields in the humanities and the social sciences.  
**Attributes:** Social Science (Discovery)

CMN 500 - Public Speaking  
**Credits:** 4  
Performance course buttressed by practical theories of public discourse. Focus on analysis of speaking situations and audiences, message construction, presentation, and critical evaluation. Does not count towards the CMN major.

CMN 504 - Introduction to Argumentation  
**Credits:** 4  
Persuasive discourse as inquiry and advocacy grounded in practical inductive and deductive reasoning. Discovery, analysis, and testing of practical arguments. The nature and function of proof. Some emphasis on applied presentation. Prereq: CMN 456 with C or better, or by permission. Writing intensive.  
**Attributes:** Inquiry (Discovery); Writing Intensive Course

CMN 505 - Analysis of Popular Culture  
**Credits:** 4  
Locates the development of popular cultural artifacts and practices within the 20th-century social history of the U.S. Examines the political-economic forces that underpinned the commercialization of art, leisure, sports, and other elements of culture in industrial and postindustrial America. Prereq: CMN 456 with C or better, or by permission.  
**Attributes:** Inquiry (Discovery)

CMN 507 - Introduction to Rhetorical Theory and Analysis  
**Credits:** 4  
Major precepts of rhetorical theory. Application of those precepts in analysis and understanding of a wide range of human communication. Consideration of how precepts and issues of rhetorical theory apply to contemporary issues and problems. Prereq: CMN 456 with C or better, or by permission.  
**Attributes:** Inquiry (Discovery)

CMN 515 - Analysis of News  
**Credits:** 4  
Explores the psychological, social, economic, political, and cultural factors that influence the definition and reporting of news. Prereq: CMN 455 with C or better, or by permission.

CMN 519 - Advertising as Social Communication  
**Credits:** 4  
Social role of advertising, public policy debates concerning advertising, influence of advertising on culture, and methods of analyzing advertising messages. Prereq: CMN 455 with C or better, or by permission.

CMN 556 - Persuasion and Public Problems  
**Credits:** 4  
Examination of communication about public problems using major precepts from classical and contemporary rhetorical theory. Application of those precepts discloses how persuasive communication frames public problems and constrains responses to them. By the end of the course students will know how to conduct a rhetorical analysis of public discourse and how to use results from that analysis to criticize, improve, or participate in deliberations about public problems. Prereq: CMN 456; Communication, CMN: Media Practices, and CMN: Business Applications majors only. Writing intensive.  
**Attributes:** Inquiry (Discovery); Writing Intensive Course

CMN 562 - Collaborative Leadership in the 21st Century  
**Credits:** 4  
This course grounds the study of interaction in groups via theories of inter-organizational collaboration. Students will leave this course with a very specific set of knowledge and skills related to dialogue, principled negotiation, constructive conflict, consensus decision making and appreciative inquiry. Lessons focus on the development of a responsible ethic regarding how to share power among diverse group members. This ethic prepares you to lead collaborative groups in organizations, communities, and as family members. Prereq: CMN 457 with a grade of C or better or permission.

CMN 567 - Gender, Race, and Class in the Media  
**Credits:** 4  
The purpose of this course is to introduce students to contemporary critical scholarship on the construction of gender, race, and class in the media - particularly popular media. Subjects such as the portrayal of ethnic groups, ideal body image, blue collar men, and gay, lesbian, bisexual, and transgender groups are case studies. This course is one that introduces students to performing communication analysis. Prereq: CMN 455; Communication, CMN: Media Practices, and CMN: Business Applications majors only.

CMN 572 - Analysis of Language and Social Interaction  
**Credits:** 4  
In this mid-level course, students develop the observational and analytic skills necessary for the in-depth study of interaction in a variety of everyday and institutional social settings. Settings may include dialogue, multiparty interaction, non-verbal communication and embodiment, identity talk, and communication in organizations. Special attention to developing the reading and research skills used in upper level interpersonal communication courses. Prereq: CMN 457 with C or better, or by permission.

CMN 575 - Research Practicum  
**Credits:** 1-4  
Student engagement through direct participation in faculty research projects. Elective credits which do not count towards the major. Instructor permission required. May be repeated for a maximum of 8 credits. Prereq: CMN 455, CMN 456, CMN 457, and permission. Cr/F. Communications majors only.
CMN 588 - Analyzing Institutional Interaction
Credits: 4
Examinations of institutional interactions in emergency services, justice/ law, medicine, family school encounters, journalism and politics. Shows how the work of society gets done through interaction. Students get hands-on experience analyzing persons’ conduct in these interactions. This course is designed to develop students’ analytic skills in studying social interaction in institutions, using recorded data in the form of naturally-occurring interactions in these settings. Prereq: CMN 457.
Attributes: Inquiry (Discovery)

CMN 596 - Special Topics in Media Studies
Credits: 4
Selected topics not covered by existing courses in media studies. Topics vary; course descriptions are available in department office during preregistration. May be repeated for credit if topics differ. Prereq: CMN 455 with C or better, or by permission.

CMN 597 - Special Topics in Rhetorical Studies
Credits: 4
Selected topics not covered by existing courses in rhetorical studies. Topics vary; course descriptions are available in department office during registration. May be repeated for credit if topics differ. Prereq: CMN 456 with C or better, or by permission.

CMN 598 - Special Topics in Interpersonal Studies
Credits: 4
Selected topics not covered by existing courses in interpersonal communication. Topics vary; course descriptions are available in department office during registration. May be repeated for credit if topics differ. Prereq: CMN 457 with C or better, or by permission.

CMN 599 - Internship
Credits: 1-4
Internships are designed to integrate classroom study and supervised practical experience in a work setting. Each student is required to write a series of reports focusing on aspects of the work experience that are related to coursework in the Communications Department. These assignments are designed to enhance a student’s ability to reflect critically on the internship experience and to merge theory and practice. Assignments are available, depending on the number of credits granted (1-4). Students are expected to hold the common exam time (TR, 1240-2) open for occasional meetings. Before starting the internship, students must submit a written proposal to both the work supervisor and the faculty sponsor. The proposal should include detailed information on the duties and responsibilities to be undertaken at the internship site and on the goals and learning objectives as relevant to the Communication Department curriculum. May be repeated for a maximum of 8 credits. Prereq: CMN 455, CMN 456, CMN 457, or permission. Cr/F.

CMN 600 - Public Speaking as a Civic Art
Credits: 4
Performance course buttressed by the traditional civic art of rhetoric. Focuses on analysis of speaking situations and audiences, message of construction, presentation, and critical evaluation using major precepts of rhetorical theory. Theoretical and critical issues in the context of rhetorical practices. Prereq for CMN majors: CMN 455, CMN 456, CMN 457, and 500-level courses, or permission; prereq for non-majors: junior or senior standing. Writing intensive.
Attributes: Writing Intensive Course

CMN 602 - Theories of Interpersonal Communication
Credits: 4
Analysis and criticism of contemporary perspectives on interpersonal communication. Theories and concepts, issues, and research models are examined as they contribute to our understanding of social interaction. Prereq: CMN 455, CMN 456, CMN 457 and two 500-level courses, or permission. Writing intensive.
Attributes: Writing Intensive Course

CMN 607 - Persuasion in American Politics
Credits: 4
Study of the forms and strategies of persuasive discourse employed by contemporary American political leaders. Analysis of important political addresses of the 20th century, with attention to theoretical and critical issues in political communication and public address. Discussion of the status of rhetoric in modern politics, and the impact of persuasive discourse on campaigns, policy decisions, crisis management, political scandal, and the national identity. Prereq: CMN 455, CMN 456, CMN 457 and two 500-level courses, or permission. Writing intensive.
Attributes: Writing Intensive Course

CMN 615 - Public Opinion and Mass Communication
Credits: 4
Examines the historical development of the 18th century public sphere and its relationship to the press. Traces the transformation of the press from an ideological grounding to a commercial base. Analyzes the consequences of contemporary mass consumer-oriented media on the public sphere and democratic life. Prereq: CMN 455, CMN 456, CMN 457 and two 500-level courses, or permission. Writing intensive.
Attributes: Writing Intensive Course

CMN 627 - Great Speakers and Speeches
Credits: 4
Historical and critical survey of masterpieces of oratory examining the rhetorical situation and artistic features of great works of spoken discourse. Demosthenes, Cicero, Edmund Burke, Daniel Webster, Frederick Douglass, Abraham Lincoln, and Elizabeth Cady Stanton may be among the orators studied. The course will engage students in critical assessment of eloquence by emphasizing study of historical circumstances, ethical choices, and artistic virtue of the most effective and admired public speakers in Western tradition. Prereq: CMN 455, CMN 456, CMN 457, and two 500-level courses, or permission. Writing intensive.
Attributes: Writing Intensive Course

CMN 630 - Psychology of Communication
Credits: 4
Analysis and criticism of contemporary perspectives on interpersonal communication. Theories and concepts, issues, and research models are examined as they contribute to our understanding of social interaction. Prereq: CMN 455, CMN 456, CMN 457 and two 500-level courses, or permission. Writing intensive.
Attributes: Writing Intensive Course
CMN 666 - Conversation Analysis
Credits: 4
Exploration in how participants in interpersonal communication display their orientation to the fundamental orderliness of conversational sequences in everyday, institutional, and mass media settings. Basic concepts covered include the interactional co-construction of turn-taking, repair, overlap, openings, closings, silences, adjacency, pairs, disagreement, preference, and the role of various linguistic, paralinguistic, and nonlinguistic features in the conversation process. Prereq: CMN 455, CMN 456, CMN 457 and two 500-level courses, or permission. Only open to Communication majors. Writing intensive.
Attributes: Writing Intensive Course

CMN 680 - Perspectives on Culture and Communication
Credits: 4
Critical interpretation of culture focused on the communication practices and resources of diverse groups. Examination of the reciprocal relationship between communication practices, forms of culture, and cultural identity. Exploration of the conditions necessary for dialogue between differing cultural groups. Emphasis on the role of communication in constructing race, power, cultural domination, and globalization. Prereq: CMN 455, CMN 456, and CMN 457 with C or better and two 500-level courses with a C- or better, or by permission. Writing intensive.
Attributes: Writing Intensive Course

CMN 696 - Seminar in Media Studies
Credits: 4
Variable topics in media research, theory, and practice. May be repeated for different topics. Topic descriptions available in department office during preregistration. Prereq: CMN 455, CMN 456, CMN 457 and two 500-level courses, or permission.

CMN 696W - Seminar in Media Studies
Credits: 4
Variable topics in media research, theory, and practice. May be repeated for different topics. Topic descriptions available in department office during preregistration. Prereq: CMN 455, CMN 456, CMN 457 and two 500-level courses, or permission. Writing intensive.
Attributes: Writing Intensive Course

CMN 697 - Seminar in Rhetorical Study
Credits: 4
Variable topics in rhetorical research, theory, and practice. May be repeated for different topics. Topic descriptions available in department office during preregistration. Prereq: CMN 455, CMN 456, CMN 457 and two 500-level courses, or permission. Writing intensive.
Attributes: Writing Intensive Course

CMN 697H - Honors/Seminar in Rhetorical Study
Credits: 4
Variable topics in rhetorical research, theory, and practice. May be repeated for different topics. Topic descriptions available in department office during preregistration. Prereq: CMN 455, CMN 456, CMN 457 and two 500-level courses, or permission. Writing intensive.
Attributes: Writing Intensive Course
CMN 698 - Seminar Interpersonal Studies  
**Credits:** 4  
Variable topics in interpersonal research, theory, and practice. May be repeated for different topics. Topic descriptions available in department office during preregistration. Prereq: CMN 455, CMN 456, CMN 457 and two 500-level courses, or permission. Writing intensive.  
**Attributes:** Writing Intensive Course

CMN 702 - Seminar in Interpersonal Communication Theory  
**Credits:** 4  
In-depth concentration on a particular theoretical orientation in interpersonal communication. Original works are read. Theoretical orientation varies by semester. May be repeated for different topics. Prereq: CMN 455, CMN 456, and CMN 457 and two 500-level CMN courses. Writing intensive.  
**Attributes:** Writing Intensive Course

CMN 703 - Seminar in Rhetorical Theory  
**Credits:** 4  
Focused study of problems in rhetorical theory construction through examination and criticism of selected theoretical frameworks used to explain or interpret rhetorical phenomena. May be repeated for different topics. Prereq: permission. Writing intensive.  
**Attributes:** Writing Intensive Course

CMN 730 - Family Communication  
**Credits:** 4  
Exploration of the patterned communication in families and the ways in which our understanding of these patterns can be utilized to understand and transform unwanted family interactions. Varying cultural discourses of family communication are used to explore the dialogic construction of family and self. Prereq: CMN 455, CMN 456, CMN 457, and two 500-level CMN courses, or permission. Writing intensive.  
**Attributes:** Writing Intensive Course

CMN 732 - Communication Theory  
**Credits:** 4  
Terminology, concepts, theoretical models, functions, levels, modes, and media in human communication. Prereq: CMN 455, CMN 456, CMN 457, and two 500-level CMN courses, or permission. Writing intensive.  
**Attributes:** Writing Intensive Course

CMN 737 - Principles of Rhetorical Crit  
**Credits:** 4  
Application of critical principles to message evaluation. Consideration of the varying roles, methods, and standards of rhetorical critics. Special attention to major perspectives on rhetorical criticism including Neo-Aristotelian, historical, dramatistic, generic, literary, and psychological. Prereq: CMN 455, CMN 456, CMN 457, and two 500-level CMN courses, or permission. Writing intensive.  
**Attributes:** Writing Intensive Course

CMN 742 - Dialogue and Teamwork  
**Credits:** 4  
This course is about team building, alternative conflict resolution, and creative problem solving. We will explore the idea that, contrary to prevailing cultural assumptions, a significant factor in our achievements at work and play can be traced not to our individual attributes but rather to the relationships that we develop in our conversations with others. We will examine the dialogic basis of these relationships, drawing on a range of philosphic traditions and practical activities that highlight the social basis of thought. Prereq: CMN 455, CMN 456, CMN 457, and two 500-level CMN courses, or permission. CMN majors only. Writing intensive.  
**Attributes:** Writing Intensive Course

CMN 756 - Rhetorics of Display  
**Credits:** 4  
This course examines a selection of displays with the goal of acquiring perspective for understanding and evaluating how they engage with people who come into contact with them. Displays examined range among oratory, photographs, advertisements, films, architecture, monuments, and statuary, public demonstrations, and presentations of self. Attention is given to questions about identity and belonging, authenticity and simulation, and public memory. Prereq: CMN 455, CMN 456, CMN 457, and two 500-level courses, or permission. CMN majors only. Writing intensive.  
**Attributes:** Writing Intensive Course

CMN 757 - Public Address and the American Experience  
**Credits:** 4  
Study of persuasive texts set firmly in their historical and social contexts. Discussion of the impact of popular discourse on historically significant political and social events. Analysis of how leading persuasive speakers and writers responded to the fundamental questions confronting their age and articulated ideas in a manner that provoked or motivated their community, state, or nation. Historical period studied will vary. May be repeated for credit to a maximum of 12 credits when topic varies. Prereq: CMN 455, CMN 456, CMN 457 and two 500-level CMN courses or permission. CMN majors only. Special fee. Writing intensive.  
**Attributes:** Writing Intensive Course

CMN 758 - Media Analysis and Criticism  
**Credits:** 4  
Approaches and methodologies for media criticism. Analysis of sample studies. Students work on original media analysis projects. Prereq: CMN 455, CMN 456, CMN 457 and any two 500-level CMN courses, or permission. CMN majors only. Writing intensive.  
**Attributes:** Writing Intensive Course

CMN 760 - Mediation  
**Credits:** 4  
This course will explore different theories and models of mediation as they inform the broader topic of conflict resolution. Emphasis will be on models that examine relational processes as opposed to models that provide a list of skills or techniques for mediation. To that end, the course will focus on transformative dialogue as a mode of mediation and conflict resolution rather than on compromise or consensus models. Prereq: CMN 455, CMN 456, CMN 457, and two 500-level CMN courses, or permission. CMN majors only. Writing intensive.  
**Attributes:** Writing Intensive Course
CMN 762 - Organizational Communication and Society: What to Expect “Out There”  
Credits: 4  
This course will demonstrate how communication is key to understanding how organizations work. Through such topics as culture, identity, structure, systems, globalization, and change, the course examines the ways individuals and society are shaped by interactions with the organizations. Through case studies, we examine the way people communicate in organizational contexts, and the social, ethical, and sometimes political implications. Prereq: CMN 455, 456, 457 and any 2 500-level classes.

CMN 765 - Police Talk  
Credits: 4  
How do police get people to comply with a communicative action? How do they ask questions to investigate, to problem-solve, and to get a confession during an interrogation? How do citizens resist or cooperate with police action? This course examines questions such as these to understand basic communication processes, and how these processes are utilized in talk-in-interaction between police and citizens. This is a hands-on research methods course that instructs students in the methodology of video analysis, and has students pursue their own research projects in the content area of police-citizen interaction. Prereq: CMN 455, CMN 456, CMN 457, and two 500-level CMN courses, or permission, CMN majors only. Writing intensive.

Attributes: Writing Intensive Course

CMN 772 - Seminar in Media Theory  
Credits: 4  
Detailed analysis of major theories related to the interaction of communication technologies and society. Application to current examples in politics, advertising, and entertainment. May be repeated for a different topic. Prereq: at least one 600-level course or permission. Writing intensive.

Attributes: Writing Intensive Course

CMN 788 - Opening Everyday Interaction  
Credits: 4  
Examination of how everyday human social interactions begin. Provides hands-on experience analyzing verbal and nonverbal social actions during naturally occurring interactions, including telephone conversations and especially face-to-face encounters between previously acquainted and unacquainted persons socializing and/or doing work. Explores how parties use the openings of interactions to (re)-create and maintain social relationships. Encourages students to develop intellectual curiosity about everyday social life. Prereq: CMN 455, CMN 456, CMN 457, (2)-CMN 500 levels or permission. Open to CMN majors only. Writing intensive.

Attributes: Writing Intensive Course

CMN 795 - Independent Study  
Credits: 1-4  
Advanced individual study in rhetoric, media, or interpersonal communication. Project to be developed with supervising instructor. May be repeated up to a maximum of 8 credits. Prereq: permission.

CMN 795W - Independent Study  
Credits: 1-4  
Advanced individual study in rhetoric, media, or interpersonal communication. Project to be developed with supervising instructor. May be repeated up to a maximum of 8 credits. Prereq: permission. Writing intensive.

Attributes: Writing Intensive Course

CMN 796 - Comm-Entary Journal  
Credits: 1  
Serve on the editorial board of student run communication journal. Elective credit which does not count toward the major. May be repeated for a maximum of 2 credits. Prereq: CMN 455, CMN 456, CMN 457, or permission. CMN majors only. Cr/F.

CMN 799H - Honors Thesis  
Credits: 4  
Written thesis based on substantial and original research under the direction of a full-time member of the communication faculty. Thesis must be in the form and style of a publishable, scholarly work. Restricted to seniors seeking honors in major.

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