

**Descriptions — Communication
of
Courses**

326. Communication in Business
(BIO 326.) Fall, Winter, Spring, Summer. 4(4-0) Juniors.

Study and analysis of business and industrial communication problems; extensive instruction and practice in writing.

350. Signs and Sign-Behavior I
Fall, Winter, Spring, Summer. 4(4-0) 100; majors must enroll in 350R concurrently.

Theories of man's symbolic behaviors. Semiotics and general semantics.

350R. Signs and Sign-Behavior II
Fall, Winter, Spring, Summer. 1 credit. Majors. 350 concurrently.

In-depth consideration of signs and sign behavior.

351. Message Analysis
Winter. 4(4-0) 350.

Methods of describing messages and message codes, with emphasis on the concept of information.

352. Non-Verbal Communication
Spring. 4(4-0) 350.

Continuation of 351, with emphasis on non-verbal codes: gesture, expression, time and space, light.

360. Critical Perspectives on Communication
Fall, Winter, Spring. 4(3-0) 100.

Interdependence of communication and other societal factors, emphasizing criteria for ethical and social appropriateness.

399. Seminar
Fall, Winter, Spring, Summer. 4(4-0) Majors only. 360.
Contemporary issues in communication.

405. Research in Communication Strategies and Styles
Fall, Spring, Summer. 5(5-0) Seniors. 300.

Research literature in communication strategies and styles.

413. Seminar in Communication Education
Fall, Winter, Spring, Summer. 4(4-0) ED 436.

Philosophies of curricular and co-curricular programs in communication education. Internship experience in those programs.

420. Message Design
Winter. 4(4-0) 101.

Principles and practice in message-media construction and selection.

499. Special Projects
Fall, Winter, Spring, Summer. Variable credit. May re-enroll for a maximum of 15 credits. Approval of project proposal by department.

Independent research, group research, student-directed group projects.

805. Communication Research
Fall. 5(4-2) Majors.

Communication research strategy and methodology. Scientific process, bases for derivation and verification of hypotheses, and basic methods of designing research in communication.

806. Communication Research
Winter. 4(5-0) 805.

Continuation of 805.

815. Organizational Communication
Winter, Spring. 4(4-0)

Structure and function of communication in organizations, with emphasis on concepts and principles needed for effective management of organizational communication processes.

820. Communication Theory and Process
Fall, Summer. 3(3-0)

Theoretic models of communication, with emphasis on the applications of communication theory to various professional communication areas.

821. Behavioral Research in Mass Communication
Fall, Spring. 4(4-0)

Current behavioral science theories and research, e.g., media institutions, decision-making, mass media exposure patterns, diffusion of news and influence, effective message strategies, political communication, and mass media in socialization.

822. Interpersonal Communication
Winter, Summer. 4(3-0)

Current theories and research in interpersonal communication with emphasis on persuasion. The role of interpersonal communication in such processes as conflict resolution and information exchange will be considered.

828. Cross-Cultural Communication
Winter, Spring, Summer. 4(4-0)

Role of communication in the economic, social and political development of less developed countries. Problems in communicating across cultural boundaries.

830. Nonverbal Communication
Fall. 4(4-0)

A review of theory and empirical research on nonverbal communication with implications for application.

850. Seminar in Research Utilization
Winter, Summer. 4(3-0) May re-enroll for a maximum of 8 credits. Approval of department.

Applications of communication research to professional practice in such areas as teaching, change agencies, information system management, etc.

870. Communication and Change: The Diffusion of Ideas and Information
Fall, Spring. 4(4-0)

Research traditions underlying the diffusion of ideas and information, and acceptance of innovation and change. Strategic principles for introduction of change through the use of communication.

890. Special Problems
Fall, Winter, Spring, Summer. 1 to 6 credits. Approval of department.

Special problems as arranged with instructor.

899. Research
Fall, Winter, Spring, Summer. Variable credit. Approval of department.

905. Communication Research Design
Fall, Winter, Spring. 4(4-0) May re-enroll for a maximum of 12 credits. 806.

Methods of data collection and analysis in communication research. Designing exploratory studies of the communication process. Interviewer training and bias. Content analysis of the mass media. Writing and critiquing research reports.

940. Seminar in Communication Theory and Research
Fall, Winter, Spring, Summer. Variable credit. May re-enroll for a maximum of 45 credits. Approval of department.

Theoretic and research issues in communication.

990. Special Problems
Fall, Winter, Spring, Summer. 1 to 6 credits. Approval of department.

**COMMUNICATION ARTS AND SCIENCES* CSC
(COLLEGE OF)**

492. Special Topics
Fall, Winter, Spring, Summer. 3 to 5 credits. Approval of department.

Varied topics pertaining to the study of communication processes.

892. Special Topics
Fall, Winter, Spring, Summer. 3 to 5 credits. Approval of department.

Varied topics pertaining to advanced study of communication processes.

999. Research
(COM 999.) Fall, Winter, Spring, Summer. Variable credit. Approval of department.

Dissertation research for the doctoral programs in Communication and in Mass Media.

COMMUNITY MEDICINE C M
College of Osteopathic Medicine**

510. Health Behavioral Science I
Fall. 2 to 5 credits.

Relationship of the basic concepts of the social behavioral and behavioral sciences that influence health and medical care. Consideration is given to the impact of social and cultural factors on health behavior.

511. Health Behavioral Science II
Winter. 2 to 5 credits. 510 or approval of department.

Continuation of 510. The mental health issues of today in relation to the dynamics of change and resistance. Concepts of personality development, equilibrium, reaction to stress, reaction to authority, and dependency communication and patient education; the art of communication and interviewing; physician-patient relationships; integration of patient education with medical care services.

*Name changed effective July 1, 1975. Formerly College of Communication Arts.
**Established July 1, 1972.