

**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**  
(440.) Winter. 4(4-0) 350.  
Methods of describing messages and message codes, with emphasis on the concept of information.

**352. Non-Verbal Communication**  
(320.) 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**  
(400.) 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. 5(4-0) 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**  
(921.) 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**  
(920.) 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**  
(428.) 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**  
(950.) 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**  
(470.) 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 CAC (COLLEGE OF)

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

## COMMUNITY MEDICINE\* C M College of Osteopathic Medicine

**510. Health Behavioral Science I**  
Fall. 2(1-3)  
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(1-3) 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.

**512. Health Behavioral Science III**  
Spring. 2(1-3) 511 or approval of department.  
The diagnosis and treatment of various forms of deviant behavior, i.e. alcoholism, neuroses, character disorders, sexual deviations, schizophrenia, affective psychoses, organic and psychosomatic conditions, and mental subnormality. Preceptorship in community mental health.

**513. Health Behavioral Science IV**  
Summer. 2(1-3) 512 or approval of department.  
Community-based health surveys. Continuation of preceptorship in community mental health.

**514. Health, Medical Care, and Society I**  
Fall. 2(1-3) 510, 511, 512, 513 or approval of department.  
A historical review of medical care programs in the United States. Introduction to health care organization and delivery; health care facilities and financing of medical care; comparative health care systems. Manpower development and utilization; politics of health care; elements of community health planning. Practica on health care agencies and programs.

**515. Health, Medical Care, and Society II**  
Winter. 2(1-3) 514 or approval of department.  
Continuation of 514. Medical economics and finance for the general practitioner. Principles of medical management. Field placements with health care agencies and programs.

**516. Health, Medical Care, and Society III**  
Spring. 2(1-3) 515 or approval of department.  
Clerkship in community medicine. Consideration is also given to patient care issues. Practical problems of health care delivery are analyzed which occur in clerkship. Some issues are explored directly with the principal parties involved.

\*Established July 1, 1972.