

**Department of Communication Master Text List**  
**Updated for Spring 2022 Term**

| Course   | Course Name                           | Book Title   | Author                             | ISBN           | Ed.  | Publisher          |
|----------|---------------------------------------|--|------------------------------------|----------------|------|--------------------|
| COM      | ALL COURSES                           | Publication Manual of the American Psychological Association             | American Psychological Association | 9781433832154  | 7th  | APA                |
| JOU      | ALL COURSES                           | Associated Press Stylebook   | Associated Press                   | 9781541647572  | 55th | Associated Press   |
| COM 100  | Campus Media Production               | NO TEXT REQUIRED   |                                    |                |      |                    |
| COM 102  | Communication Writing & Research      | Communication Research: Strategies and Sources                           | Rubin, Rubin, Haridakis & Piele    | 9780495095880  | 7th  | ITP                |
| COM 103  | Fundamentals of Digital Communication | 12 Ways Your iPhone is Changing You                                      | Reinke                             | 9781433552434  | 1st  | Crossway           |
| COM 200  | Campus Media Production               | NO TEXT REQUIRED   |                                    |                |      |                    |
| COM 202  | Interpersonal Communication           | Looking Out, Looking In  | Adler, Proctor, & Towne            | 9781305076518  | 15th | ITP                |
| COM 203  | Professional Communication Skills     | Professional Communication Skills  | Grayson & Kucia                    | 9781644850329  | 1st  | Fountainhead       |
| COM 300  | Campus Media Production               | NO TEXT REQUIRED   |                                    |                |      |                    |
| COM 301  | Nonverbal Communication               | Nonverbal Communication: Forms & Functions                               | Andersen                           | 9781577665434  | 2nd  | Waveland           |
| COM 304  | Public Speaking                       | An Essential Guide to Public Speaking                                    | Schultze                           | 9781540961884  | 2nd  | Baker Academic     |
| COM 305  | Argumentation                         | Critical Thinking & Everyday Argument                                    | Verlinden                          | 9780354601744  | 1st  | Wadsworth/Thompson |
| COM 332  | Broadcasting Workshop                 | NO TEXT REQUIRED   |                                    |                |      |                    |
| COM 334  | Digital Media Workshop                | NO TEXT REQUIRED   |                                    |                |      |                    |
| COM 338  | Media in Society                      | Converging Media   | Pavlik & McIntosh                  | 9780190271510  | 5th  | OUP                |
| COM 360  | Social Media Communications           | Social Media for Strategic Communication                                 | Freberg                            | 9781506387109  | 5th  | Sage               |
| COM 400  | Campus Media Production               | NO TEXT REQUIRED   |                                    |                |      |                    |
| COM 401  | Team-Based Communication              | In Mixed Company   | Rothwell                           | 9780190919900  | 10th | Oxford             |
| COM 403  | Negotiation                           | Essentials of Negotiaton   | Lewicki, Saunders & Barry          | 9781260399455  | 7th  | McGraw Hill        |
| COM 442  | Communication Law                     | Mass Media Law   | Calvert, Kozlowski & Silber        | 9781260514513  | 21st | McGraw-Hill        |
| COM 443  | Public Relations                      | Cutlip & Center's Effective Public Relations                             | Broom                              | 9780132669153  | 11th | BPH                |
| COM 444  | Practices in Public Relations         | Public Relations Practices   | Hendrix & Hayes                    | 9781111344429  | 9th  | Cengage            |
| COM 449  | Intercultural Communication           | Effective Intercultural Communication: A Christian Perspective           | Moreau, Campbell, Hay & Greener    | 9781441245939  | 4th  | Baker Academic     |
| COM 457  | Strategic Crisis Communication        | Ongoing Crisis Communication   | Coombs                             | 9781544331966  | 5th  | Sage               |
| COM 480  | Communication Internship              | NO TEXT REQUIRED   |                                    |                |      |                    |
| COM 499  | Senior Portfolio                      | NO TEXT REQUIRED   |                                    |                |      |                    |
| JOU 333  | Journalism I                          | Writing and Reporting News: A Coaching Method                            | Rich                               | 9781305077331  | 8th  | ITP                |
| JOU 334  | Journalism II                         | Mobile & Social Journalism: A Practical Guide                            | Adornato                           | 9781506357140  | 1st  | CQ                 |
| JOU 454  | Public Relations Writing              | Public Relations Writing: Strategies & Structures                        | Newsom & Haynes                    | 9781137025904  | 11th | ITP                |
| JOU 455  | Sports Journalism                     | Field Guide to Covering Sports   | Gisondi                            | 9781506315683  | 2nd  | Sage               |
| JOU 455  | Sports Journalism                     | Multimedia Sports Journalism: A Practioner's Guide for the Digital Age   | Schultz, Clavio & Sheffer          | 9780240807317  | 1st  | Focal              |
| THE 125  | Introduction to Theater               | Connect 3P Inclusive Access Online Access for Theatre: The Lively Art    | Wilson                             | 9781265416928  | 11th | McGraw-Hill        |
| THE 125  | Introduction to Theater               | Loose Leafe Inclusive Access for Theatre: The Lifyly Art                 | Wilson                             | 9781266386923  | 11th | McGraw-Hill        |
| COM 5401 | Team-Based Communication              | In Mixed Company   | Rothwell                           | 9780190919900  | 10th | Oxford             |
| COM 5403 | Negotiation                           | Essentials of Negotiaton   | Lewicki, Saunders & Barry          | 978-1260399455 | 7th  | McGraw-Hill        |
| COM 5442 | Communication Law                     | Mass Media Law   | Calvert, Kozlowski & Silber        | 9781260514513  | 21st | McGraw-Hill        |
| COM 5443 | Public Relations                      | Cutlip & Center's Effective Public Relations                             | Broom                              | 9780132669153  | 11th | BPH                |
| COM 5444 | Practices in Public Relations         | Public Relations Cases   | Hendrix and Hayes                  | 9781111344429  | 9th  | ITP                |
| COM 5449 | Intercultural Communication           | Effective Intercultural Communication: A Christian Perspective           | Moreau, Campbell, Hay & Greener    | 9781441245939  | 4th  | Baker Academic     |
| COM 5457 | Strategic Crisis Communication        | Ongoing Crisis Communication   | Coombs                             | 9781544331966  | 5th  | Sage               |
| COM 6099 | Graduate Portfolio                    | NO TEXT REQUIRED   |                                    |                |      |                    |
| COM 6501 | Graduating Writing & Research         | Research Design: Qualitative, Quarantative, and Mixed Methods Approaches | Creswell & Creswell                | 9781506386706  | 5th  | Sage               |
| COM 6501 | Graduating Writing & Research         | Theories of Human Communication  | Littlejohn, Foss & Oetzel          | 9781478646679  | 12th | Waveland           |

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|     |      |                                    |   |                  |               |     |               |
|-----|------|------------------------------------|---|------------------|---------------|-----|---------------|
| COM | 6502 | Process & Effects of Communication | Milestones in Communication Research: Media Research                      | Lowery & DeFleur | 9780801314372 | 3rd | Prentice Hall |
| COM | 6512 | Seminar in Communication Topics I  | NO TEXT REQUIRED  |                  |               |     |               |
| COM | 6513 | Seminar in Communication Topics II | NO TEXT REQUIRED  |                  |               |     |               |
| COM | 6520 | Communication Ethics & Persuasion  | Practicing Communication Ethics: Development, Discernment, and Decision   | Tompkins         | 9781138233942 | 2nd |               |
| COM | 6520 | Communication Ethics & Persuasion  | The SAGE Handbook of Persuasion: Developments in Theory and Practice *    | Dillard & Shen   | 9781483305738 | 2nd | Sage          |
| COM | 6599 | Convocation Paper                  | NO TEXT REQUIRED  |                  |               |     |               |
|     |      |                                    | * This text is available through the MC library. No purchase is required. |                  |               |     |               |