

## **SUBJECT: Communication**

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### **COMM 102 Public Speaking and the Public Sphere (4)**

This course introduces students to the basic skills needed to present information to an audience clearly, effectively, and eloquently. The class will study, analyze, and construct public speeches from a rhetorical perspective. Students will ground their study of speechmaking in fundamental questions about the habits and skills of civic participation and the ethics of speech.

### **COMM 103 Media and Society (4)**

This course will explore the functions and effects of mediated communication in society and on the individual. Students will learn about the role of mediated communication in creating and dispersing knowledge and will introduce students to some theoretical concepts needed to critically analyze mediated messages in advanced courses. Reserved for first year and sophomores. Others contact instructor to register

### **COMM 105 Introduction to Human Communication (4)**

This course provides students with a general overview of communication theory and research, particularly as it relates to their everyday interactions. The course covers theories related to interpersonal, gender, group, organizational, and intercultural contexts.

### **COMM 110 #herstory (4)**

This course asks students to consider how intersectional identities dictate access to power, shape cultural expectations, and impact our lives. We will develop this narrative through an examination of the structural barriers that have kept many understudies/underrepresented voices out. We will do this primarily by adding women and women of color back into our understanding of key moments throughout history and their perspectives to our current lived experience. Students will learn key terms associated with the study of intersectional notions of gender, will situate those terms within gendered social movements and celebrate key women's voices throughout history.

### **COMM 200 Public Speaking Basics (2)**

This course is intended for education majors who need to fulfill the state requirements in oral communication. (Communication majors or minors should take COMM 102 - Public Speaking and the Public Sphere.) Through the study of theory and through applications, students will learn to understand the basic concepts of practical public speaking situations, including the development and delivery of informative and persuasive speeches.

### **COMM 201 Rhetoric, Culture, and Criticism (4)**

This course will introduce students to the basic theories and practices needed to understand and critique rhetorical action. The class will give students exposure to diverse theories of the relationship between language and power and provide opportunity for practice making judgments about specific moments of public expression: speeches, music, essays, and visual images. The intent of this class is to provide students with a deeper understanding of the academic study of rhetoric and with a skill that will help them make greater sense of how public messages matter in their lives today.

### **COMM 205 Interpersonal Communication (4)**

Gives students a practical and theoretical understanding of one-on-one communication. Topics may include relationship development, perception, self- image, language, nonverbal communication, listening, conflict, gender roles, family communication, culture, communication competence, and the impact of technology on communication. In addition, this class uses the lens of the Truth theme to explore many of these topics.

### **COMM 220 Debate & Democracy (2)**

Public debate is essential in a democratic society. In this course, students will participate in debates on public issues to empower them to be skillful, informed, and ethical advocates. Students will work collaboratively to research and evaluate sources and evidence, assess the truthfulness and quality of claims by applying analytical and reasoning skills to public issues, listen thoughtfully to opposing viewpoints and learn to formulate creative counterarguments, develop presentation skills by constructing, questioning, and refuting arguments delivered to audiences, and explore

the role of debate in promoting democratic political and social change. Students will participate in interactive classroom debates on contemporary issues, but no previous debate training is required.

#### **COMM 225 Argumentation and Advocacy (4)**

This course equips students with the skills and theory necessary to interpret, analyze, research, and construct arguments about matters of public concern. By learning about, practicing, and participating in argument, students understand, evaluate, and appreciate the communicative practices that constitute shared civic life.

#### **COMM 240 Digital Video Communication (4)**

Point, shoot, edit, post does not guarantee effective digital video communication any more than scribbling thoughts or talking “off the cuff” means you’ve created effective written or spoken messages. In this class, students will learn the principles of effective digital video communication so they might be able to identify important aesthetic concepts and analyze the effectiveness of messages. Students will construct their own digital video messages by learning to conceptualize, script/storyboard, and pitch messages to a client.

#### **COMM 245 Introduction to Media Writing (4)**

Students will learn to collect and analyze information to be used in message design; to construct clear and accurate messages that are appropriate to the purpose, audience, context, and media platform, under deadline pressure, and will be introduced to different types of media writing, including journalistic storytelling, blogging, brand communication, and public relations. Prerequisite: Successful completion of INTG 100 or INTG 200 .

#### **COMM 247 Advanced Media Writing (4)**

Students will extend their knowledge and ability to write clear, accurate messages for different mediated contexts, audiences, purposes and platforms by creating messages for one or more clients. Prerequisite: Communication 245 or permission of instructor.

#### **COMM 248 Media & Children (4)**

This course examines mediated communication in the lives of youth (ages 0 to 18) and presents students with research pertinent to understanding the role of media in cognitive, social, and emotional development. Students will evaluate the validity of claims about media’s effects upon youth and about youth’s effects upon media and society, and will gain a deepened appreciation for each stakeholder in the process including (but not limited to) youth, parents, teachers, researchers, designers, developers, producers, writers, etc. Through a focus on movement, students will analyze how mediated messages have influenced the human experience by communicating movement of beliefs, norms, and expectations over time. The class may include an optional experiential-learning component.

#### **COMM 250 Effective Listening (4)**

Introduces students to basic principles and theories of listening. Approaches listening as a critical component in the communication process. Readings, discussion, and exercises facilitate understanding of effective listening and development of individual listening skills. Topics include intrapersonal (mindfulness) discriminative, comprehensive, empathic/compassionate, critical and appreciative listening.

#### **COMM 251 Communication and Conflict (4)**

Introduces students to principles and theories of conflict. Examines causes of conflict and a variety of approaches to managing conflict. Emphasizes conflict in various interpersonal contexts.

#### **COMM 252 Listening Basics (2)**

This course is intended for all students interested in learning listening theory to advance critical listening and thinking. Additionally, this course is intended for secondary and elementary education students seeking certification in the Communication/ Language Arts. Focuses upon the central role of listening in the communication process. Introduces students to the basic principles and various purposes of listening. Uses readings, discussion and exercises to heighten awareness of barriers to effective listening and to develop students’ listening skills. Topics include cultural attitudes toward listening, costs of ineffective listening, intrapersonal listening, listening in various

contexts, and ethical responsibilities of listening.

### **COMM 253 Nonverbal Communication (2)**

Provides students with a general overview of the theoretical and practical application of primary areas of nonverbal communication research. The course examines theoretical and empirical studies in selected areas of nonverbal communication such as personal appearance, touch, space, body language, gestures, eye contact, use of time, facial expressions, olfaction, and body adornment/alteration.

### **COMM 265 Group Communication (4)**

Gives students a practical and theoretical understanding of how groups communicate. Includes such topics as group dynamics, leadership, feedback, decision-making, power, norms and roles, conflict, groupthink and communication theory. This class has a Justice designation, and students will examine the impact that group communication can have on Justice as well as create projects that explore questions of Justice in everyday situations and conflicts.

### **COMM 271 Individual Learning Project (1-4)**

Supervised reading or research at the lower-division level. The proposed project must be grounded in previous relevant coursework in the discipline. ILPs may not substitute for a regularly offered course and must be student-designed. Permission of department chair required. Consult department for applicability toward major or minor requirements. Not available to first-year students.

### **COMM 277A Listening for Justice (4)**

What role does listening play in Social Justice transformation? We are currently redefining our government, relationships with each other, and our connection to the global community. This course invites students to be brave even when listening becomes uncomfortable. Readings, discussion, and exercises facilitate understanding of effective listening and development of individual listening skills. Students will study and practice an awareness of self-listening and Benedictine perspective to determine how the mission applies to our current culture. Students learn to respond rather than react to social situations with mindfulness, empathy, and cultivated compassion. Compassion is action.

### **COMM 278A Rhetoric of Social Change (4)**

Social movements and social protest have played a pivotal role in challenging power and shaping culture, society, and politics. This course examines the role of language, music, images, and other symbolic actions in bringing about social change. The course also teaches students the art of rhetorical criticism – the intentional, methodical study of how rhetoric works and impacts communities from the local to the global. The course is writing intensive and students will develop research in the course that can be developed and shared in other venues.

### **COMM 282 Special Topics in Message Design (4)**

A study of a special topic in message design not ordinarily treated in standard courses. May be repeated as the topics change. Prerequisites vary according to the topic. See description in registration bulletin.

### **COMM 282A Public Relations (4)**

A theoretical approach to the principles of the field of public relations in non-profit, corporate and agency applications. This course will cover the building blocks of the profession.

### **COMM 286 Introduction to Film Studies (4)**

This course offers an introduction to film as a medium of communication and representation. Topics may include a survey of the development of film and the movie industry, techniques of acting, directing, cinematography, narrative style, and film theory. The vocabulary of cinema and representative films of the first one hundred years of filmmaking will be covered. Fall or spring. Cross listed with ENGL 286.

### **COMM 303 Social Movements (4)**

This course examines how rhetoric enables groups of people to come together in order to influence public policies.

Students will study a variety of historical movements to understand how public arguments can represent social groups and motivate collective action. Prerequisite: 201 or permission of instructor.

#### **COMM 304 Political Communication (4)**

This class examines how political symbols and discourse mobilize society, stimulate social action and create national identity. The course will explore how political language reinforces, interprets, challenges and manipulates popular beliefs, attitudes and values. Topics may include presidential rhetoric, campaign discourse and legislative appeals. Prerequisite: 201 or 278A or permission of instructor.

#### **COMM 305 Gender, Voice, and Power (4)**

This course asks students to consider how intersectional identities dictate access to power, shape cultural expectations, and impact our lives. We will develop this narrative through an examination of the structural barriers that have kept many understudies/underrepresented voices out. We will trace the origins, changes, and dynamics of those structural barriers by studying key gender ideologies from the 1600s through today (always asking which ideologies have changed and which have remained a part of our systems of power). Students analyze the persuasive styles of a variety of women and men throughout history as they negotiated gendered and racialized social, religious, and political spaces. Students will apply both theory and historical precedent to our current cultural conversations about race and gender as it relates to public voice, law, and social order. Contemporary issues that might be discussed are things like the bias that exists for women and racial/ethnic minorities when seeking political roles, the challenges faced in the workplace, the cultural expectations of gendered relationship, rape culture, inequality in Hollywood, strategies in gender activism, etc. This course centers around conversations of justice, equality, and access.

#### **COMM 310 Black Civil Rights Rhetoric (4)**

The course explores how public expressions about race have impacted the history of United States democracy. More specifically, students will study the political issues, moral complexities, and rhetorical strategies of speeches, essays, and public art by people of African descent who have argued about the nature and scope of "America." Prerequisite: COMM 201, 278A or 102

#### **COMM 311 Rhetoric and Religion (4)**

This course will examine the complex relationship between religion and politics and the role that discourse and symbols play in that relationship. The course will explore both how the United States uses public discourse to navigate the proper role between church and state, as well as the ways in which public figures and movements draw upon religion for moral authority. The course will cover such topics as the founding discussions about the role of religion in public life and contemporary debates about the church/state relationship.

#### **COMM 312 Rhetorical Dimensions of Sports (4)**

This course will explore the ways in which sports are used as a part of public discourse and debate. The course will use rhetorical theories and concepts to examine how athletes, games, competitions and controversies are incorporated into larger social discussions about gender, race and national identity. Prerequisite: 201, 278A or permission of the instructor.

#### **COMM 330 Apology and Crisis Communication (4)**

An advanced course in rhetoric studying the genres of apology, image repair, and crisis communication. Students will analyze speeches and statements of apology and self-defense and assess the effectiveness, ethics, and meaning of such appeals in several case studies. In addition to other requirements, students will generate a critical essay for public presentation. A-F grading only.

#### **COMM 331 Capstone: Rhetoric and Citizenship (4)**

The Communication discipline has been built around educating students on the practice and performance of eloquent, productive, and ethical citizenship. Drawing from a vast array of interdisciplinary scholarship and public argument, this course engages this notion of citizenship and its role in civic life. This Capstone course will examine these ideas through debates about the rights of citizenship itself. We will look at the legality of citizenship rights such as suffrage and marriage. We will also look at citizenship through the lens of belonging and identity, in categories

such as gender, race, class, sexuality, and ethnicity. This will be done through examining both historical and contemporary examples of people enacting their rights as citizens through social movements, social media, public campaigns, etc. Overall, we will try to understand what duties and obligations we might have as citizens and how we can directly engage our community. Prerequisite: 102, 103, 105, one course in each of the learning goals, and COMM 201 or 278A. JN or SR standing required. Offered for A-F grading only.

### **COMM 333 Capstone: Rhetorical Criticism (4)**

In this course students will deepen the understanding of rhetorical behavior learned in lower division coursework in rhetoric and strengthen their ability to generate insights into particular rhetorical moments. The focus of this course is to enable students to produce well researched, articulate, and sophisticated judgments about public expression. Prerequisites: 102, 103, 105, one course in each of the learning goals, and 201 or 278A. JN or SR standing required. Offered for A-F grading only.

### **COMM 334 Capstone: Rhetorical Theory (4)**

The Sophist Gorgias noted that, "speech is a powerful lord" and likened language use to magic or spell-casting. Indeed, many thinkers have observed that public performance of language is a powerful activity: for some, this power is "truth creating," for others rhetoric is powerful because it can move people to action, and still others just think it's pretty. The study of this activity, rhetoric, has been a fundamental element of both philosophy and education in the Western tradition. In this course we will study how prominent thinkers from ancient Greece to modern times have conceptualized the nature of rhetorical behavior, and we will explore the utility of a rhetorical perspective for understanding our contemporary world. Prerequisites: 102, 103, 105, one course in each of the learning goals, and COMM 201, 278A or 255 or permission of instructor. JN or SR standing required. Offered for A-F grading only.

### **COMM 335 Political Campaign Communication (4)**

This course examines and analyzes the use of communication strategies by political candidates in campaigns for elected office. Students will study a variety of political campaign communication formats and tactics, including advertising, debates, direct voter contact, and the use of social media and new communication technologies in political campaigns. Students will also study the role of communication in shaping political attitudes and the impact of campaign discourse on voter participation. The primary goal of the course is to understand how communication and media shape public understanding of candidates, issues and events, in American political campaigns, and the implications this has for citizens in a participatory democracy. This course has an experiential learning component that requires students to volunteer for a local political campaign of their choice. Prerequisite: JN or SR standing.

### **COMM 336 Introduction to Strategic Communication Campaign Theory (4)**

This course provides a framework for students to understand the appropriate use of theory and components of strategic communication campaigns, as relevant to marketing, public relations, public service, health campaigns and much more. Students will learn to be more discerning producers and consumers of persuasive messages.

### **COMM 338 Strategic Social Media Marketing and Communication (4)**

Strategic online branding, engagement, and experiences need more than your personal social media accounts require. In this course, you'll learn strategies for creating an effective, ethical social media campaign or plan through research, analysis, and hands-on experience.

### **COMM 341 News and Democracy (4)**

The role of the news industry in a democracy is to inform and socialize the citizenry for participation within the democracy. What are the consequences for the nature of that information when the news industry is profit-driven? How do decisions about the "bottom line" influence decisions about an event's newsworthiness? This course will examine issues of ownership, the influence of advertising/public relations, and factors within the routines of production that help determine the content of news.

### **COMM 342 New Media: Communication in an On-Line Era (4)**

The use of new media and social media in our society, locally and globally, has altered traditional boundaries that once defined communication, identity, and relationships. This course examines how new forms of mediated communication affect interpersonal and mass communication, social identities, our understanding of privacy, and

reality. Participants will investigate theoretical questions raised by on-line communication and social media and analyze how messages communicate movement of ideas, beliefs, and communication over time.

#### **COMM 346 Capstone: Strategic Communication Campaigns (4)**

This course provides an opportunity for majors to apply what they have learned about strategic communication campaigns, persuasive theory, oral and written communication, message analysis, and community, by creating strategic communication campaigns for a client. Prerequisites: 102, 103, 105, 336, at least one course in each department learning goal area (message design, analysis of communication, and communication & community), and JN or SR standing. A-F grading only.

#### **COMM 347 Capstone: Media Effects (4)**

This course provides advanced study in the effects of media on young adults by exploring major theories and practices of conducting media effects research. By analyzing and discussing quantitative research, we will strive toward a deeper understanding of media portrayals and representations on how to assess impacts on diverse audiences. A wide range of topics will be covered including media and mental health (racial, ethnic, gender, and sex) stereotypes, violent and sexual content, popular music and videos, video games, news programming, and new and social media platforms. This capstone will include a final presentation. Prerequisite: 102, 103, 105, at least one course in each department learning goal area (message design, analysis of communication, and communication & community), and JN or SR standing. A-F grading only.

#### **COMM 350 Intercultural Communication (4)**

Examines the relationship between communication and culture. Communication theory is used to identify and explore barriers and opportunities in communicating with individuals from different cultures and co-cultures. Skills necessary for communication across cultures are identified and developed. Note: Some sections of this course may carry an experiential learning component. See registration booklet for details.

#### **COMM 350A Intercultural Communication (4)**

Examines the relationship between communication and culture. Communication theory is used to identify and explore barriers and opportunities in communicating with individuals from different cultures and co-cultures. Skills necessary for communication across cultures are identified and developed. Special attention is placed on communicating cross culturally within the U.S.A., including across race, socio-economic class, etc. In addition, the course also explores communicating internationally. Note: Most semesters of this course have a required experiential learning component and a course fee. See registration booklet for details.

#### **COMM 351 Gender and Communication. (4)**

Examines the impact of socialization on gender identity and the influence of gender roles on communication. Looks at the connections between communication and gender, racial identity, sexuality and other social identity factors in a variety of relational and social contexts. Introduces students to current theories of gender communication that highlight evolving understandings of gender identity. This course satisfies requirements for the GEND major/minor.

#### **COMM 352 Health Communication (4)**

Provides students with a broad introduction to the study and application of health communication theories, principles, and practices. Examines how narratives, media, interpersonal communication, group communication, intercultural communication, gender communication, organizational communication and promotional campaigns function within health contexts. The relevance of communication to health is examined as a means for improving communication in the health care setting, improving personal health, and influencing public health.

#### **COMM 353A Intercultural Health Communication (4)**

This course examines the ways in which fatness has come to be socially constructed as a means for discrimination and oppression in American culture. We will explore fat stigma within a variety of contexts including health, employment, education, interpersonal relationships, and fashion, as well as how that stigma intersects with gender, race, class, age, ability, and sexual orientation. We will also study fat activism enacted to counter systemic weight bias. Prerequisite JN or SR standing

### **COMM 358 Family Communication (4)**

This advanced relational communication course is based on the following assumptions: there are many ways to be a family, communication serves to constitute as well as reflect family relationships, and well-functioning families work at managing their communication patterns because developing and maintaining relationships takes effort. The course explores movement in families by using a variety of theoretical perspectives to understand family development and communication processes. Students ultimately learn to apply qualitative and quantitative primary research findings to analyze lived family communication experiences.

### **COMM 360 Capstone: Language, Gender and Culture (4)**

This course examines the relationship between language, gender, and culture in a variety of contexts and cultures. The mutual influences of language and culture, and their role in the creation of gendered roles and identities within and across cultures will be explored. This course satisfies requirements for the GEND major/minor. Prerequisites: 102, 103, 105, at least one course in each department learning goal area (message design, analysis of communication, and communication & community), at least one of: 205, 350, or 351, and JN or SR standing. A-F grading only.

### **COMM 361 Fat Studies (4)**

This course examines the ways in which fatness has come to be socially constructed as a means for discrimination and oppression in American culture. We will explore fat stigma within a variety of contexts including employment, education, interpersonal relationships, and fashion, as well as how that stigma intersects with gender, race, class, age, ability, and sexual orientation. We will also study fat activism enacted to counter systemic weight bias. Prerequisite JN or SR standing

### **COMM 367 Organizational Communication (4)**

Theories and concepts of organizational communication are discussed. Includes such topics as communication approaches to organizational theory, power, corporate culture, conflict, organizational metaphors, organizational processes, management styles and organizational change. Some sections of this course may carry an experiential learning requirement. See registration booklet for details. Prerequisite: 105.

### **COMM 368 Capstone: Love, Sex & Commitment (4)**

An advanced relational communication course focusing on the intersections of love, sexuality, commitment, and communication in close relationships. Students review current research findings from a variety of perspectives (e.g., socio-psychological, cultural, evolutionary) and conduct original research. This course satisfies requirements for the GEND major/minor. Prerequisites: 102, 103, 105, at least one course in each department learning goal area (message design, analysis of communication, and communication & community), and JN or SR standing. A-F grading only.

### **COMM 371 Individual Learning Project (1-4)**

Supervised reading or research at the upper-division level. The proposed project must be grounded in previous relevant coursework in the discipline. ILPs may not substitute for a regularly offered course and must be student-designed. Permission of department chair and completion of 12 credits within the department required. Four credits maximum will count toward the major. ILP credits may not be applied to fulfill the four 300-level courses in Communication for the major. Not available to first-year students.

### **COMM 378A ENVIRONMENTAL RHETORIC(HM) (4)**

This course examines how people use communication to articulate viewpoints about the natural environment in the public sphere. Students study an array of environmental discourse, including speeches, advocacy campaigns, advertisements, image events, environmental reporting and news, film and media, to see how these messages convey meaning and shape audience attitudes and behavior about the environment. This course satisfies requirements for the ENVR major. Prerequisite: SO, JN or SR standing.

### **COMM 379A Freedom of Speech (4)**

This course explores the historical development of laws and cultural assumptions that regulate the freedom of expression in the United States. Whether or not a citizen has a right to speak freely is a determining factor in the

health of human progress and democracy. Students will study the communicative behaviors that have inspired free speech controversies and analyze the arguments made in favor of and in opposition to laws regulating speech. As a Thematic Focus – Truth course, students are asked to consider how the right of free expression has been integral to the discovery of knowledge and progress. The creation of and dissemination of knowledge is power. We cover topics such as free speech and democracy, the freedom of the press, sedition, protest, obscenity, threatening speech, intellectual property, and the regulation of speech in cyberspace. JN/SR standing recommended but not required.

#### **COMM 379B Rhetoric of Advertising (4)**

This course analyzes the persuasive features of advertisements and examines how commercial messages generate social meaning. Students will use rhetorical theory to render deep readings of product advertisements as political, social and ideological messages. Students will also discuss the ethical and social consequences of advertising in society.

#### **COMM 380 Special Topics in Communication (4)**

An advanced course focusing on a specific topic in communication. Topics may include communication ethics, visual communication, video game studies, etc. May be repeated as the topic changes. Prerequisites vary with the topic.

#### **COMM 382 Special Topics in Message Design (4)**

A study of a special topic in message design not ordinarily treated in standard courses. May be repeated as the topics change. Prerequisites vary according to the topic.

#### **COMM 384 Special Topics in Communication Analysis (4)**

A study of a special topic in communication analysis not ordinarily treated in standard courses. May be repeated as the topics change. Prerequisites vary according to the topic.

#### **COMM 384B Rhetoric and Popular Music (4)**

This course assumes that we use music as a soundtrack for our lives, to encode memories, to express the way we feel, to annoy or influence others. So we will not study the history of popular music nor will we practice its appreciation; rather, we will study the rhetoric of popular music, or how people use music to do stuff. In particular, we will explore how music helps people shape and maintain their identities.

#### **COMM 384C Women, Rhetoric and Politics (4)**

The elections of 2008, 2012, and 2016 have seen an unprecedented amount of female candidates for office, leading to an explosion of literature and public conversation about women in political roles. Although we did not elect the first female Speaker of the House until 2006, women have been involved in campaign politics since the beginning of the nation. This specialty course will provide an introduction to the complex issues of identity, rhetorical power, and cultural norms surrounding gender in U.S. political culture. We will take a look at the roles that women have played historically and today in shaping national political discourse. The course will include discussions about the role of “politics” in our society, the gendered implications of political party culture, public political personae, media framing of women in politics, and the role of women in U.S. Political culture as both voters and candidates.

#### **COMM 386 Studies in Film (4)**

This course will read film through one or more theoretical/critical aspects. Psychoanalytical, feminist, cultural studies, and reader-response theories are among possible approaches offered. A selection of films will be viewed for illustrative and interpretive purposes. Cross-listed with ENGL 386.

#### **COMM 387 Special Topics in Communication and Community (4)**

A study of a special topic in communication and community not ordinarily treated in standard courses. May be repeated as the topics change. Prerequisites vary according to the topic.

#### **COMM 387A Harlem Renaissance (4)**

This course studies the art of the Harlem Renaissance from a rhetorical perspective. This means that we will analyze a diverse body of texts from the 1920s and 20s – literature and poetry, film, the blues, painting and photography – to gain insight into the social truths they establish and contest. Ultimately, our study of this period will help us discuss fundamental questions about the relationship between public expression and public life, art and language, politics and identity. Prerequisite: COMM 201, 278A or permission of instructor.

#### **COMM 387B Rhetoric of Human Rights (4)**

Human rights have been called the dominant moral vocabulary in today's global politics. Indeed, since the end of the Cold War, human rights have served as a rallying cry to countless international campaigns and domestic reforms, while inspiring a startling array of academic studies. This course seeks to understand human rights from a rhetorical perspective by exploring the power of human rights as an instrument of political persuasion. Prerequisite: COMM 201, 278A or permission of instructor.

#### **COMM 387D Media, Law and Society (4)**

Malcolm X once said, "The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses." New media technologies offer the potential for great civic engagement and social learning. They also, however, provide a space of potential harm to information sharing, public cognizance, and privacy. Using media has become an inherent part of everyday life, and as such, understanding both its potentials and limitations is integral to enacting citizenship. This course seeks to educate students on the regulations, principles, and ethical obligations involved in media use and dissemination. We will relate our rights under the First Amendment to issues such as privacy, defamation, obscenity, hate speech, intellectual property, and communication online. In doing so, we will attempt to understand how laws and politics work within those ever-changing laws. This course includes a strong emphasis on public ethics, because virtually all of the issues discussed involve such questions as "What is publicly ethical communication?" "What are the boundaries of socially acceptable speech?" and "What values do we expect the freedom of speech to protect?" Finally, students are asked to examine their own personal communication experiences and attempt to understand how ethical communication should be practiced.

#### **COMM 387E Monsters (4)**

What is a Monster? This course uses monsters – real and imaginary – to explore rhetorical issues and ways of thinking. Throughout the semester we will consider three interrelated questions: What is a monster?; Where do monsters come from?; and, How should we confront our monsters? These questions are all inherently rhetorical and as we consider them, we will grapple with the implied ethical questions of representation – what is at stake in how Otherness is represented? In how difference is deployed? In how fear or passivity is martialled?

#### **COMM 387F Political Campaign Discourse (4)**

This course analyzes political campaign discourse throughout United States history. We will examine the use of communication strategies by political candidates in campaigns for elected office and highlight significant political moments in history. Students will study a variety of political campaign communication formats and tactics, including advertising, speeches, conventions, debates, and the use of social media and new communication technologies. Students will also study the role of communication in shaping political attitudes, behaviors, expectations, and identities. The primary goal of the course is to understand how communication and media shape public understanding of candidates, issues, and events in American political campaigns, and the implications this has for citizens in a participatory democracy. Prerequisite JN or SR standing.

#### **COMM 387G Rhetoric of Health and Medicine (4)**

More and more, we are encouraged by public discourse and advertising to see the world through the lens of health. We are told to worry about the health of the democracy, the health of our relationships, and the health of our teeth, nails, and hair. "Health," in other words, has become a driving force and concern in our lives. Some might even argue that our collective anxiety about health has become a collective obsession that makes our lives worse, not better. In this course, we will examine these calls to "health" from a rhetorical perspective, which means that we will think about how language and other symbols are both instrumental and creative. When we say that rhetoric is instrumental, we mean that we use rhetorical strategies as tools when we navigate health/medical encounters, such as using emotion to convince a doctor to prescribe a desired treatment. We will also come to understand rhetoric's creative function by studying how it works both to create us as particular types of patients ("good patients do not ask too many questions!") and to encourage us to see our bodies in particular ways. Specifically, we will examine how

neuroscientific, reproductive, and psychiatric discourses call us into being particular types of patients/bodies and the ideological consequences of these constructions.

#### **COMM 387H Media, Culture, and Power (4)**

This course will examine the social, political, and economic motivations and consequences of the “reality” found in media content, such as film, television, and advertising. We will explore the “constructed reality” of media content to uncover the ways in which particular views of reality reflected in that content might help to maintain a status quo understanding of the world that benefits some members of society more than others. In the spirit of social justice and in hopes of creating a just and equitable world, students will learn to unmask existing power dynamics in media content. Through this process, students will develop a hearty resilience to ideologically troubling mediated messages and an appreciation for ones that forge a more inclusive, equitable, and just public discourse. Students will study and practice five different critical approaches to analyzing media texts (rhetorical, cultural, psychoanalytic, feminist, and queer). After reading, discussing, and trying out the five approaches over the course of the semester, students will select one approach for their final analysis project. In an effort to actively make the world a more just and equitable place, students will then publicize the findings of their analysis projects through a mass medium. Prerequisite: SO, JN or SR standing.

#### **COMM 392 Communication Practicum (1)**

Under the supervision of an approved faculty moderator, a student who participates in a practical communication-related activity may receive credit. Evidence of work completed (e.g. portfolio, audio tapes) letters of evaluation by supervisors, regular conferences with the faculty moderator, a structured self-evaluation, and a minimum number of hours (30 per term) and projects completed are required. Students present a proposal to a faculty moderator and obtain approval prior to registering for this credit. Course is repeatable for total of 4 credits. It may not be applied toward completion of the communication major or minor.

#### **COMM 395 Capstone: Research Paper (4)**

Student proposed research project not ordinarily available in standard courses. Prerequisites: 102, 103, 105, 201 or 278A, at least one course in each department learning goal area (message design, analysis of communication, and communication & community), and JN or SR standing. A-F grading only. Additional prerequisites may vary according to topic.

#### **COMM 397 Internship (1-16)**

Practical work experience for juniors and seniors. Experience is arranged by the student with the advice and approval of the internship director and the departmental faculty moderator prior to registering for the course. Credit will be earned by demonstrating knowledge gained as a result of the work experience. Additionally, students must demonstrate the ability to apply this knowledge to past communication department concepts and courses. Departmental moderator supervises and evaluates the experience. Internship credits may not be applied toward completion of the minor. Faculty in the department are limited to a maximum of three internship supervisions each term. Consequently it is not guaranteed that all students who desire to complete an internship for credit will be accommodated. Prerequisite: JN or SR standing, and completion of Legal and Professional Issues Seminar. No student will be permitted to register for an internship without completing this seminar. Fall, Spring, and Summer.