

COMMUNICATION AND CULTURE MAJOR

The communication and culture major combines humanistic and social science approaches to the study of all aspects of human and mediated communication, including: the strategic application and implications of communication theories, tools, and techniques; the institutions and industries engaged in the production and distribution of mediated content; the receivers of this content and their reciprocal relationship with such messages; and the media texts in their social, political, local, and global cultural contexts.

In our increasingly interconnected world, it is clear that, when strategically chosen, the right words and images can be powerful instruments to help us move towards a more ethical and socially just world. The communication and culture major prepares the media professionals of tomorrow to use the power of mediated communication with responsibility by training them to be critical consumers and ethical producers of mediated communication in all areas of their lives: personal, professional, and civic.

Requirements

The communication and culture (COMC) major requires eleven (11) courses.

Course	Title	Credits
COMM 1000	Fundamentals of Communication and Media Studies ¹	3
or COMM 1010 Introduction to Communication and Media Studies		
COMC 1101	Communications and Culture: History, Theory, and Methods ²	4

Two courses in Communication Studies: Applications and Interactions

Two courses in Cultural Studies: Critique and Analysis

Two courses in Media Studies: Institutions and Audiences

Two **additional** courses in one of the three areas (above) as a concentration

One ethics, law, and policy course, ordinarily taken senior year ³

¹ COMM 1010 Introduction to Communication and Media Studies has been discontinued and replaced by COMM 1000 as of Fall 2017.

² Either COMM 1000 or COMM 1010 is a prerequisite for COMC 1101 Communications and Culture: History, Theory, and Methods.

³ See below list of Ethics, Law, and Policy courses.

Students majoring in communication and culture must pursue one of three concentrations (p. 1): Communication Studies, Cultural Studies, and Media Studies.

Ethics, Law, and Policy courses

Courses in this group have the CELP attribute.

Courses that have this attribute typically explore the legal and regulatory frameworks within which media industries operate, and examine the ethical and moral questions that shape media production.

Course	Title	Credits
COLI 4570	Films of Moral Struggle	4
COMC 2277	Media and Sexuality	4
COMC 3240	Photography, Identity, Power	4
COMC 3260	Media Regulation	4
COMC 3280	Representing Asians in Journalism and Media	4
COMC 3310	Ethics and Popular Culture	4
COMC 3330	Peace, Justice, and the Media	4
COMC 3350	Media Law	4
COMC 3370	Ethical Issues in Media	4
COMC 3375	Children and Media	4
COMC 3380	International Communication	4
COMC 4170	Dissent and Disinformation	4
COMC 4340	Freedom of Expression	4
COMC 4360	Communication Ethics and the Public Sphere	4
COMC 4370	Ethical Controversies in 21st Century Media	4
DTEM 2450	Digital Property: Rights, Policies, and Practice	4
DTEM 4430	Digital Media Ethics	4
DTEM 4440	Privacy and Surveillance	4
DTEM 4470	Values in Design	4
DTEM 4480	Digital Media and Public Responsibility	4
FITV 2670	Television and Social Change	4
FITV 4570	Films of Moral Struggle	4
FITV 4660	Ethics of Reality Television	4
JOUR 3740	Ethics and Diversity in Journalism	4
JOUR 3760	The Journalist and the Law	4
JOUR 4750	Values in the News	4
JOUR 4770	Media Law and Journalism Ethics	4

Availability

The major in communication and culture is available at Fordham College at Rose Hill (FCRH) and Fordham College at Lincoln Center (FCLC).

Fordham College at Rose Hill students: The requirements above are in addition to those of the Core Curriculum.

Fordham College at Lincoln Center students: The requirements above are in addition to those of the Core Curriculum.

Concentrations

Concentration in Communication Studies: Applications and Interactions

Courses in this concentration focus on the strategic application of theory related to mediated and human communication, as well as on the development of tools for studying human interaction through language, rhetoric, and socio-cultural practices. Courses may be taken in any sequence.

Courses fulfilling the communication studies concentration are generally numbered COMC x1xx—that is, any COMC course where the second

digit is a 1 fulfills this concentration requirement, plus some additional courses.

Courses in this group have the CCMS attribute.

Course	Title	Credits
CMBU 4412	ST: Understanding Audiences/Users	3
COMC 2111	Theories of Human Communication	4
COMC 2112	Strategic Communication: Theory and Practice	4
COMC 2113	Interpersonal Communication	4
COMC 2117	Language and Strategic Communication	4
COMC 2159	Communication Technologies and Society	4
COMC 2166	Media Advocacy	4
COMC 2175	Persuasion and Public Opinion	4
COMC 2377	Mass Communication and Media Effects	4
COMC 3114	Effective Speaking	4
COMC 3115	Performance for Broadcast Media	4
COMC 3171	Orality and Literacy	4
COMC 3172	Principles of Advertising	4
COMC 3174	Public Relations	4
COMC 3179	Crisis and Reputation Management in PR	4
COMC 3186	Sports Communication	4
COMC 3187	Sports Communication in the Field	4
COMC 3272	History and Culture of Advertising	4
COMC 4114	Speaking for Change	4
COMC 4115	Communication and the Food System	4
COMC 4146	Health Communication and Social Justice	4
COMC 4170	Dissent and Disinformation	4
COMC 4340	Freedom of Expression	4
COMC 4348	Religion, Theology, and New Media	4
COMC 4360	Communication Ethics and the Public Sphere	4
COMC 4380	Media and Moral Philosophy	4
COMM 4000	Communication and Media Studies Honors Seminar	4
DTEM 2459	Social History of Communication and Technology	4
DTEM 4488	Political Communication in the Digital Era	4
LING 2400	Analyzing Discourse: Text and Talk in Context	4
MKBU 3434	Fundamentals of Integrated Marketing Communication	3
NMDD 3020	Explorations in Digital Storytelling	4
NMDD 3308	Professional Social Media	4
THEO 4411	Religion, Theology, and New Media	4

Concentration in Cultural Studies: Critique and Analysis

Courses in this concentration focus on the analysis and interpretation of media texts within the context of competing ideologies and systems of representation.

Courses may be taken in any sequence. Courses fulfilling the cultural studies concentration are generally numbered COMC x2xx—that is, any

COMC course where the second digit is a 2 fulfills this concentration requirement, plus some additional courses. Courses in this group have the CCUS attribute.

Courses in this group have the CCUS attribute.

Course	Title	Credits
AFAM 3134	From Rock-N-Roll to Hip-Hop	4
CISC 4001	Computers and Robots in Film	4
CISC 4660	Minds, Machines, and Society	4
COLI 4018	Cuba: Revolution, Literature and Film	4
COMC 2223	Comic Books and American Culture	4
COMC 2234	Media and the Arts	4
COMC 2236	The Rock Revolution in Music and Media	4
COMC 2277	Media and Sexuality	4
COMC 2278	Media, Culture, and Globalization	4
COMC 2279	Contemporary Asian Media Cultures	4
COMC 3232	Class, Taste, and Popular Culture	4
COMC 3233	Promotional Culture	4
COMC 3235	Popular Music as Communication	4
COMC 3240	Photography, Identity, Power	4
COMC 3247	Race and Gender in Media	4
COMC 3260	Media Regulation	4
COMC 3268	Media and National Identity	4
COMC 3272	History and Culture of Advertising	4
COMC 4115	Communication and the Food System	4
COMC 4146	Health Communication and Social Justice	4
COMC 4211	Media and Modernity	4
COMC 4222	Media and the Environment	4
COMC 4241	Communication, Popular Culture, and Philosophy	4
COMC 4246	Media, Disability, Futurity	4
COMC 4266	Communicating Revolution	4
COMC 4268	Media and the Social Construction of Reality	4
COMC 4380	Media and Moral Philosophy	4
COMM 4000	Communication and Media Studies Honors Seminar	4
DTEM 1402	Digital Cultures	4
DTEM 3447	Race, Gender, and Digital Media	4
DTEM 4430	Digital Media Ethics	4
FITV 3534	Fashion in British Film and Television	4
FITV 3588	Global Cinema	4
FITV 3601	Television Theory and Criticism	4
FITV 3647	TV, Identity, and Representation	4
FITV 3678	Television Comedy and American Values	4
FITV 4660	Ethics of Reality Television	4
HIST 3515	Media History: 1400 to Present	4
HIST 4115	Communication and Media in History: From Gutenberg to Google	4
LALS 3005	Latin American Themes	4
MLAL 3005	Themes in Latina/o and Latin American Studies	4
MLAL 3410	Arab Cinema: History and Cultural Identity	4

NMDD 3880	Designing Smart Cities for Social Justice	4	COMC 4360	Communication Ethics and the Public Sphere	4
PHIL 3422	Harry Potter and Philosophy	4	COMC 4370	Ethical Controversies in 21st Century Media	4
PHIL 4422	Harry Potter and Philosophy (ICC)	4	COMC 4380	Media and Moral Philosophy	4
PHIL 4444	AI, Sci Fi, and Human Value	4	COMM 3701	Summer Media Internship Seminar	3
POSC 3421	Political Theory in Popular Culture	4	COMM 4000	Communication and Media Studies Honors Seminar	4
SOCI 3000	Latinx Images in Media	4	COMM 4701	Internship Seminar	4
SOCI 3409	Race and Gender in Visual Culture	4	DTEM 1401	Introduction to Digital Technologies and Emerging Media	4
SOCI 4052	An Ethics of Modern Selfhood: The Pursuit of Authenticity	4	DTEM 1402	Digital Cultures	4
SPAN 4018	Cuba: Revolution, Literature and Film	4	DTEM 2414	Media Ecology	4
WGSS 3001	Queer Theories	4	DTEM 2443	Fashion and Digital Media	4
			DTEM 2450	Digital Property: Rights, Policies, and Practice	4
			DTEM 3463	Civic Media	4
			DTEM 3476	Social Media	4
			DTEM 4488	Political Communication in the Digital Era	4
			FITV 3688	Global Television	4
			HIST 3515	Media History: 1400 to Present	4
			HIST 4115	Communication and Media in History: From Gutenberg to Google	4
			JOUR 4773	Public Media	4
			MKBU 4443	ST: Performing Arts in the 21st Century	3
			POSC 3316	Mass Media and American Politics	4
			THEO 4411	Religion, Theology, and New Media	4

Concentration in Media Studies: Institutions and Audiences

Courses in this concentration focus on the reciprocal relationship between producers and consumers of mediated communication; the economic, political, and legal factors shaping media institutions and industries; and the sociological variables that influence the experience of creating and consuming mediated communication.

Courses fulfilling the media studies concentration are generally numbered COMC x3xx—that is, any COMC course where the second digit is a 3 fulfills this concentration requirement, plus some additional courses. Courses in this group have the CMST attribute.

Courses in this group have the CMST attribute.

Course	Title	Credits
CMBU 4412	ST: Understanding Audiences/Users	3
COMC 2223	Comic Books and American Culture	4
COMC 2234	Media and the Arts	4
COMC 2236	The Rock Revolution in Music and Media	4
COMC 2278	Media, Culture, and Globalization	4
COMC 2279	Contemporary Asian Media Cultures	4
COMC 2329	Media Industries	4
COMC 2377	Mass Communication and Media Effects	4
COMC 3179	Crisis and Reputation Management in PR	4
COMC 3240	Photography, Identity, Power	4
COMC 3247	Race and Gender in Media	4
COMC 3280	Representing Asians in Journalism and Media	4
COMC 3310	Ethics and Popular Culture	4
COMC 3328	Media Logistics	4
COMC 3329	Media Archaeology	4
COMC 3330	Peace, Justice, and the Media	4
COMC 3350	Media Law	4
COMC 3370	Ethical Issues in Media	4
COMC 3375	Children and Media	4
COMC 3378	Media, Youth Culture, and Civic Discourse	4
COMC 3380	International Communication	4
COMC 4211	Media and Modernity	4
COMC 4222	Media and the Environment	4
COMC 4338	American Political Communication	4
COMC 4340	Freedom of Expression	4
COMC 4348	Religion, Theology, and New Media	4