

COMMUNICATION AND CULTURE MAJOR

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 3434	Fundamentals of Integrated Marketing Communication	3
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, Consciousness, and Culture	4
COMC 2146	Introduction to Health 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 3328	Media Logistics	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 3475	Digital Media and Advocacy	4
DTEM 3500	Resistance and Global Activism	4
DTEM 4488	Political Communication in the Digital Era	4
JOUR 2723	Introduction to Climate Storytelling	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 2146	Introduction to Health Communication	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 2411	Digital Research Methods	4
DTEM 3447	Race, Gender, and Digital Media	4
DTEM 3500	Resistance and Global Activism	4
DTEM 4430	Digital Media Ethics	4
ENST 4900	Environmental Internship and Media Advocacy	4
FITV 3534	Fashion in British Film and Television	4
FITV 3588	Global Cinema	4
FITV 3601	Television Theory and Criticism	4
FITV 3604	Critical Production Studies in Film and Television	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 3000	Latinx Images in Media	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
PHIL 3422	Harry Potter and Philosophy	4
PHIL 4422	Harry Potter and Philosophy (ICC)	4
PHIL 4444	AI, Sci Fi, and Human Value	4
POSC 3421	Political Theory in Popular Culture	4
SOCI 3000	Latinx Images in Media	4
SOCI 3409	Race and Gender in Visual Culture	4
SOCI 4052	An Ethics of Modern Selfhood: The Pursuit of Authenticity	4
SPAN 4018	Cuba: Revolution, Literature and Film	4
WGSS 3001	Queer Theories	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
AAST 3280	Representing Asians in Journalism and Media	4
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 3233	Promotional Culture	4
COMC 3240	Photography, Identity, Power	4
COMC 3247	Race and Gender in Media	4
COMC 3272	History and Culture of Advertising	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
COMC 4360	Communication Ethics and the Public Sphere	4
COMC 4370	Ethical Controversies in 21st Century Media	4
COMC 4380	Media and Moral Philosophy	4
COMM 3701	Summer Media Internship Seminar	3
COMM 4000	Communication and Media Studies Honors Seminar	4
COMM 4701	Internship Seminar	4
DTEM 1401	Introduction to Digital Technologies and Emerging Media	4
DTEM 1402	Digital Cultures	4
DTEM 2411	Digital Research Methods	4
DTEM 2414	Media Ecology	4
DTEM 2443	Fashion and Digital Media	4
DTEM 2450	Digital Property: Rights, Policies, and Practice	4
DTEM 3463	Civic Media	4

DTEM 3475	Digital Media and Advocacy	4
DTEM 3476	Social Media	4
DTEM 3500	Resistance and Global Activism	4
DTEM 4488	Political Communication in the Digital Era	4
ENST 4900	Environmental Internship and Media Advocacy	4
FITV 3604	Critical Production Studies in Film and Television	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
POSC 3316	Mass Media and American Politics	4
THEO 4411	Religion, Theology, and New Media	4