

Communication Studies Undergraduate Course Descriptions – Effective Fall 2017

COMM 101. The Mass Media

First, second and third-year students. (Prerequisites enforced at registration.) (4). (SS). May not be repeated for credit.

This course provides an introduction to the history and impact of mass media on American culture through advertising, news, radio, television programming, the Internet, and popular music. It reviews ideological, technological, and regulatory developments that produced our existing media system; and analytical tools and techniques that enhance media literacy. Topics include: media's role in shaping attitudes towards race, gender, sexuality and class; relationship between media and society; and language and skills for critically evaluating media's assumptions and techniques.

COMM 102. Media Processes and Effects

First, second and third-year students. (Prerequisites enforced at registration.) (4). (SS). May not be repeated for credit.

Americans are immersed in the media like fish in water. The average adult spends two-thirds of his or her waking time consuming media, often more than one type at a time. Many people believe the media have little effect, but research shows they are wrong. This course describes the effects of media on thoughts, feelings, attitudes, and behaviors, and reasons why the media affect us. It includes review and evaluation of media research articles and participation in media research studies.

COMM 159. First Year Seminar in Media Issues

First Year Students. (Prerequisites enforced at registration.) (3). (SS). May not be repeated for credit. Credits do not count toward the Communication Studies major requirements.

Investigates issues and topics relevant to study of media and communication. Topics presented may include introduction and overview of media and culture, media and identity, media effects, and new, emerging media. Topics vary by section.

COMM 221. Quantitative Skills for Communication Studies

First, second, or third-year students. (Prerequisites enforced at registration.) (4). (SS) (QR-1). May not be repeated for credit.

This course explores basic principles of scientific research. Students explore different ways scientific studies are designed, quantitative data collection methods, and data analysis related to mass communication. We explore a variety of techniques and assess assumptions researchers make in these techniques. Students learn to recognize what can and cannot be concluded in our examinations. These skills will also help when encountering scientific information in real world settings.

COMM 222. Media Analysis: Concepts and Methods

First, second, or third-year students. (Prerequisites enforced at registration.) (4). (SS). May not be repeated for credit.

This course surveys critical and qualitative methods commonly used to study media. Students explore both the practical aspects of developing studies using various methods as well as examine the strengths and weaknesses of specific methods for answering particular questions.

COMM 251/SAC 324. Understanding Media Industries

(4). (SS). May not be repeated for credit.

Understanding Media Industries examines the influence of media industry organization and practices on society while offering a comprehensive overview of how the industries work, why they work as they do, and the broader theoretical and practical implications of media industry operation.

COMM 261. Views on the News: What Shapes our Media Content

COMM 102 with a grade of C or better. (Prerequisites enforced at registration.) (4). (SS). May not be repeated for credit.

This course examines how various aspects of society shape the news. It is designed to offer a framework for thoughtful understanding of processes involved in the production, dissemination, and reception of mediated news content.

COMM 271. Communication Revolutions

COMM 101 with a grade of C or better. (Prerequisites enforced at registration.) (4). (HU). May not be repeated for credit.

This course explores the central role of technology in our culture, and the tension between technological devices and human users and developers; the link between communication, politics and power; the role of communications processes and technologies in marking the changing boundaries separating the public and private realms of life; the deep ties between trade, labor, transport, and communication technologies; the role of governmental and corporate institutions in influencing the uses of mediated communication in our society.

COMM 281. Media Psychology

COMM 102 with a grade of C or better. (Prerequisites enforced at registration.) (4). (SS). May not be repeated for credit.

We discuss media effects research and theory with an emphasis on the social psychological processes that facilitate or inhibit media effects on individuals' attitudes, beliefs, emotions, and behaviors. We examine topics such as violence, advertising, stereotypes, news and politics, and fan culture, keeping in mind the role individual differences play in selective exposure to and reception of media messages. Outcomes include both positive and negative effects. Throughout, we will focus on the complexities of developing and executing media effects research.

COMM 305. Survey of Media Topics

COMM 101 and COMM 102 strongly recommended. (3-4). May be repeated for a maximum of 8 credits under different topic titles. May be elected more than once in the same term.

Communication Studies Undergraduate Course Descriptions – Effective Fall 2017

Investigates the theoretical, analytical and historical aspects of media. Topics presented may include introduction and overview of media industries, media and culture, media and identity, media effects and new, emerging media. Topics vary by section.

COMM 310. Representation of Black Life and Culture in the Global Perspective

(4). May not be repeated for credit. (HU).

This course examines how people of African descent are represented outside of the United States. Taking Brazil, South Africa, and England as our locations, we probe the relationship between race, social change, and migration.

COMM 312. Television in the Digital Age

(4). May not be repeated for credit.

What is television? More and more of us turn to entertainment content online, through subscription channels, and via digital recorders. Fewer of us are likely to watch content solely on a dedicated box in the living room. How must our understanding of television as a phenomenon grow and change? Have we seen “the end of television,” or does it live on in a new form? Drawing on key concepts in the field of television studies (including flow, liveness, domesticity, convergence, complex TV, and audience reception), this class critically appraises the medium of television in our contemporary digital context. We investigate transformations in television production, genres, and audiences in response to new technologies and economies. By the end of the class we will decide whether “television” is still a meaningful term and, if so, how its meanings must expand to account for our changing televisual practices.

COMM 313. Behind the Digital Screen

(4). May not be repeated for credit.

This course provides a look inside the technologies and infrastructures that make digital media function.

Students investigate and manipulate code, formats, platforms, and networks in order to consider the relationship between these structures and the audio, visual, and interactive media representations that are possible. This includes material about search engines; audio, still, and motion picture formats; recommendation systems, bots, advertising and content distribution networks, and personalization algorithms. Although some topics will be technical, no previous technical experience is required or expected.

COMM 315. Critical Approaches to the Internet

COMM 121 or COMM 211 strongly recommended. (4). May not be repeated for credit.

This course examines the rise of the Internet from its Cold War origins to contemporary social media practices. We focus on the social, political, cultural, and industrial contexts of networked computing and address key themes such as participation, community, identity, convergence, privacy, and activism.

COMM 316/SI 316. Designing and Analyzing Social Media Feeds

(3). May not be repeated for credit.

Social media, advertising, and computing often feature “feeds,” -- a personalized list of changing items. This course considers the user experience of feeds, feed interaction design, feed business strategies, relevance algorithms, feed fiascoes, social feeds as data, and audience targeting--all across the contexts of commerce, news, education, and expression.

COMM 317. Designing Persuasive Communication

COMM 261 or COMM 281 strongly recommended. (3). May not be repeated for credit.

This course investigates the changes in business, technology, and design that are reshaping the words and images, the form and content of persuasive mass communication. It investigates emerging strategies for reaching global and regional audiences, discusses the impact of new technologies and media convergence, and examines the social and ethical issues that underlie persuasive strategies.

COMM 318/PSYCH 318. Media and Violence

COMM 281 strongly recommended. (4). May not be repeated for credit.

This course examines the psychological causes of aggressive violent behavior and the theoretical and empirical connections between violence in society and portrayals of violence in the mass media. It surveys the research on the physiological, psychological, and environmental factors implicated in the development of habitual aggressive and violent behavior and examines the theories that explain how exposure to violence in the mass media adds to the effects of these other factors causing aggressive and violent behavior.

COMM 321. Undergraduate Internship

Consent of instructor required. Junior standing, major in Communication Studies, and permission of instructor. Internship credit is not retroactive and must be prearranged. (1 - 3). (EXPERIENTIAL). May be repeated for a maximum of 6 credits. May not be used to satisfy Communication Studies electives in a Communication Studies plan. Offered mandatory credit/no credit.

Provides limited credit for appropriate practical work experience. Student evaluation is based on satisfactory completion of the internship and written recommendation of the internship sponsor.

COMM 322. Faculty Directed Undergraduate Research Practicum

Consent of instructor required. (1 - 3). May be repeated for a maximum of 6 credits. Maximum of 3 credits from COMM 322 and/or COMM 441/442 may be used toward the Communication Studies major requirements.

This research practicum offers an opportunity to apply academic knowledge in mass communication or mass media within the context of a research setting. It provides experience and education in research techniques by having students conduct research with a faculty member on the faculty research projects. In the process, students learn the skills needed to conduct research, various research

Communication Studies Undergraduate Course Descriptions – Effective Fall 2017

techniques, and the overall experience of analyzing outcomes. This course is intended as an intermediate step in the research educational process prior to students' own independently designed research in COMM 442 or honors research under COMM 491/492.

COMM 325. Media and Globalization

COMM 101 with a grade of C or better. (Prerequisites enforced at registration.) (4). Comm 251 strongly recommended. May not be repeated for credit.

This course offers students a framework for exploring the media's role in processes of globalization and how the globalization of media shapes the socio-cultural, political, economic, ethical and moral dimensions of our lives in this world.

COMM/AMCULT 326. American Magazines.

(4). (HU). May not be repeated for credit.

This class examines past and present magazines in the United States, and explores the way in which they provide a window into American history and the development of communications media. It includes both direct study of magazines themselves and secondary readings.

COMM 327. Media Economics

COMM 251 or COMM 261 strongly recommended. (3). May not be repeated for credit.

Examines economic theory and its applications to media systems. Focuses on problems in the economics of the information industry, including market structure, concentration of ownership, pricing policies, product differentiation, advertising behavior, and economic performance. Attention given to the interaction of economics, media practices, and technologies.

COMM 328/POLSCI 328. Media and Democracy

(4). May not be repeated for credit.

Modern representative democracy depends on mass media. This course focuses on the complex roles that both traditional and social media play in increasing (or decreasing) citizens' knowledge of public affairs, and enhancing (or diminishing) political representation.

COMM 329/POLSCI 329. Media and Political Behavior

(4). May not be repeated for credit.

Focuses on the role and importance of mass media in the political process. Topics include: how news is made; political advertising; relations between Congress, the President and the media; and the role of mass media in political campaigns. These topics are examined through a systematic review of research in both mass communication and political science.

COMM/AMCULT/SAC 334. Race, U.S. Culture and Digital Games

(4). May not be repeated for credit.

This course examines how video games function as a window into U.S. race relations. We will study the history, theory, and practice of video games in the U.S. with particular attention to racial stereotyping, user demographics, diversity of the industry, and racial conflict in shared world and social games.

COMM 335. History of Broadcasting

COMM 251 strongly recommended. (4). May not be repeated for credit.

This course traces the history of electronic media from the development of radio, through the rise of television, to the "narrowcasting" achieved by cable and newer digital technologies. The course intertwines historical analysis of programming and institutional elements such as industrial, regulatory, and economic aspects of broadcast history.

COMM 347. Advertising and the New Media Environment

COMM 261 strongly recommended. (3). May not be repeated for credit.

This course addresses an overview of the history, current developments and future scenarios of digital media and marketing. Advertising and marketing are being reinvented as audio, print and video move online and social media and search technologies change the relationship between the audience and the media.

COMM 348. Media and the Body

(4). May not be repeated for credit.

This course explores the way the human body is portrayed within, and influenced by, commercial and social media. Built on a foundation of original social scientific studies and book chapters, the course covers a wide range of issues divided into five segments: the ideal body, the sexual body, the body of color, the athletic body, and the audience body. Gender is not the focus of the course but appears as a theme throughout the segments.

COMM 350. Rise and Demise of Mass Culture

ALL SECTIONS satisfy the Upper-Level Writing Requirement. COMM 101 with grade of C or better. (Prerequisites enforced at registration.) (4). May not be repeated for credit.

This course explores the ascent of commercial, mass-mediated culture in the United States from the late nineteenth century to the present. It uses a historical approach to trace the development of modern communication forms and technologies and their dynamic relationship to social, cultural, and political struggle and change.

Communication Studies Undergraduate Course Descriptions – Effective Fall 2017

COMM 362: Digital Media Foundations

ALL SECTIONS satisfy the Upper-Level Writing Requirement. (4). May not be repeated for credit.

This class is for those interested in practical skills and critical intellectual foundations relevant to the Internet and new media. Using context of Web-based applications, mobile applications, online multimedia, social media, and gaming, this course covers topics fundamental to understanding digital media forms, including an introduction to operation of the Web, Internet, Web development, search engines, digital formats, online media distribution platforms and networks, online communities, audiences, online advertising and user interfaces.

COMM 365. Visual Culture and Visual Literacy

ALL SECTIONS satisfy the Upper-Level Writing Requirement. COMM 101 with grade of C or better. (Prerequisites enforced at registration.) (4). May not be repeated for credit.

This course examines contemporary media, imaging technologies, and viewing practices through the lens of visual cultural studies. A wide range of media including television, film, photography, graphic design, advertising, video games, and websites are critically analyzed using approaches that draw from semiotics, psychoanalysis, feminist theory, and cultural studies.

COMM 371. Media, Culture and Society

ALL SECTIONS satisfy the Upper-Level Writing Requirement. COMM 101 with grade of C or better. (Prerequisites enforced at registration.) (4). May not be repeated for credit.

This course explores the historical rise of mass media and the impact on modern society and culture. It considers the dynamic impact of radio and television broadcasting on the rise of urban industrial mass society and popular commercial culture through music, print and electronic advertising, consumerism, and emergence of affluent society. The course also studies modern media institutions, politics, and forms and processes of social change and identity formation, such as class, ethnicity, gender, race, and sexuality.

COMM 375. Sports, Media and Culture

ALL SECTIONS satisfy the Upper-Level Writing Requirement. COMM 101 with grade of C or better. (Prerequisites enforced at registration.) (4). May not be repeated for credit.

This course introduces the critical/cultural study of sports in media. The aim is to provide a framework for understanding sports and sports media through analysis of their representations and discourses, industrial practices, and audience activities. Particular attention is given to issues of race, gender, sexuality, disability, class, and nation.

COMM 380. Persuasion, Communication and Campaigns

ALL SECTIONS satisfy the Upper-Level Writing Requirement. COMM 102 with a grade of C or better. (Prerequisites enforced at registration.) (4). May not be repeated for credit.

This course covers theories of persuasion, how to evaluate the effects of persuasive communication on individuals and groups, as well as the design and evaluation of persuasive communications. As an ULWR, the course also focuses heavily on developing strong, evidence-based arguments, and communicating those arguments clearly in writing.

COMM 404. Special Topics in Mass Media and Mass Communication

COMM 101 strongly recommended. (3). May be repeated for a maximum of 6 credits under different topic titles. May be elected more than once in the same term.

Investigates topics dealing with mass media and mass communication, media and culture, communication processes, media industries and new and emerging media. Topics vary by section.

COMM 405. Seminar in Mass Media and Mass Communication

COMM 101 strongly recommended. (3). May be repeated for a maximum of 6 credits under different topic titles. May be elected more than once in the same term.

Investigates topics dealing with mass media and mass communication, media and culture, communication processes, media industries and new and emerging media. Topics vary by section.

COMM 408. Special Topics in Mass Media Effects

COMM 102 strongly recommended. (3). May be repeated for a maximum of 6 credits under different topic titles. May be elected more than once in the same term.

Investigates topics relating to research on the effects of mass communication. Topics vary by section.

COMM 409. Seminar in Mass Media Effects

COMM 102 strongly recommended. (3). May be repeated for a maximum of 6 credits under different topic titles. May be elected more than once in the same term.

Investigates advanced topics relating to research on the effects of mass communication. Topics vary by section.

COMM 410. The Internet and Political Communication

COMM 102 AND 329 strongly recommended. (3). May not be repeated for credit.

This course explores both the positive and negative democratic consequences of online political communication. Particular emphasis is placed on the various ways in which citizens are exposed to and engage news and political information online, the quality of that information, and its effects.

Communication Studies Undergraduate Course Descriptions – Effective Fall 2017

COMM 411/SOC 411. Mass Communication and Public Opinion

COMM 261 strongly recommended. (3). May not be repeated for credit.

This course explores enduring research questions concerning mass communication and public opinion. Emphasis is given to recent research dealing with the impact of the media on public opinion.

COMM 412. Social Movements and Media Activism

Social movements and activism are critical phenomena for social change and social justice. Protest movements have leveraged media to spread their message, influence popular assumptions, and share their own stories. The objective of this class is to examine the relationship between social movements and the media. In doing so, we will analyze theories about social movements along with specific case studies.

COMM 413/Environ 413. Environmental Communications

(3). May not be repeated for credit.

This course serves as an introduction to the theory and practice of environmental and science communication. Topics include media depictions of environmental issues, the role of the media in influencing public opinion and policy actions, expert environmental communication by scientists and policy-makers, and theories that guide effective strategic environmental communication. We will engage with many of the critical environmental issues of our day, including climate change, fracking, support for renewable energy initiatives, and many more.

COMM 415. Communication, Identity and the Public Sphere

COMM 371 strongly recommended. (3).

This course explores how communication constitutes group identity and community, and how publics -- groups formed through communication and around a common goal or identity -- operate in culture and politics. Through an examination of the "public sphere," the course addresses questions of democratic self-government, identity formation and the inclusion/exclusion of minorities.

COMM 417/ENVIRON 417. Marketing for Social Change

This class presents a systematic approach for using marketing techniques to shift attitudes and behaviors for both individual and social benefits. Students learn multiple skills critical for developing marketing campaigns, including behavior selection, audience segmentation, application of the 4 Ps (product, price, place and promotion), and messaging strategies. Areas of application include the environment, poverty and health.

COMM 418. Designing Web Research

COMM 271 or 315 strongly recommended. (3). May not be repeated for credit.

This course trains you to design research projects that employ web applications and tools to study digitally-mediated social phenomena. We examine adaptations of social research methods to study online phenomena, and the development of new methods and tools that correspond with the particular capacities and characteristics of Internet applications.

COMM 419. Seminar in Research Methods

(COMM 121 and 122) or COMM 211 strongly recommended. (3). May be repeated for a maximum of 6 credits under different topic titles. May be elected more than once in the same term.

Investigates advanced topics in research design, measurement, or analysis. Topics will vary by section and may focus on qualitative and/or quantitative research methods.

COMM 421. Media Law and Policy

COMM 251 strongly recommended. (3). May not be repeated for credit.

This course covers the basic principles of the First Amendment and how they apply to media policy, practice, and regulation. Topics include First Amendment theory, hate speech, prior restraints and media censorship, defamation, indecency, obscenity, and advertising regulation.

COMM 422. Social Media and Politics

COMM 261 or COMM 271 strongly recommended. (3). May not be repeated for credit.

How have new social media changed the political landscape? Are they a democratizing force or a tool for repression? In what ways do they differ from previous media? These questions anchor our exploration of new media both in American politics and for democratic movements abroad.

COMM 423. Computer Mediated Communication

COMM 101 and COMM 102 strongly recommended. (3). May not be repeated for credit.

This course investigates the role of computer-mediated communication (CMC) in modern life. The course explores various social contexts in which CMC plays a role. In addition, it reviews various branches of social theory that can be applied as lenses for viewing the social implications of CMC in our lives.

Communication Studies Undergraduate Course Descriptions – Effective Fall 2017

COMM 424. Race, Gender, and New Media

(COMM 271 and COMM 315 strongly recommended. (3). May not be repeated for credit.

This course critically examines how ideology shapes the uses and design of information and communication technologies (ICTs). The readings have been selected to encourage reflection on ICTs in Western culture; particularly the influence and creation of racialized, gendered, sexualized, and class-based uses of new media.

COMM 425. Internet, Society and the Law

COMM 251 or COMM 271 strongly recommended. (3). May not be repeated for credit.

This course examines the development, regulation and impact of the Internet in American society. It focuses on the expanding legal implications of new technology and how judicial and political apparatus keep pace with the Internet's ever-expanding influence.

COMM 426. Gender Issues and the Media

COMM 371 strongly recommended. (3). May not be repeated for credit.

This course examines the connections between gender and mass communication. Feminist theories and their applications to the study of media are examined in detail.

COMM 428. Gender, Media and the Law

COMM 251 or COMM 271 strongly recommended. (3). May not be repeated for credit.

This course examines the legal system's treatment of gender through court cases and various theoretical lenses. The aim is to understand the role American jurisprudence plays in shaping society's views and ideas on gender, as well as society's influence on how the legal system frames these gender issues. The course also considers media and society responses to some of the most important decisions rendered in the gender equality arena, while weighing whether the court system is the most effective structure through which to pursue gender equality.

COMM 429/WOMENSTD 429. Sexual Identities and the Media

(3). May not be repeated for credit.

This course introduces students to some of the major debates about LGBTQ representation in the United States, including how gender, race, class, and economic factors shape how we understand sexuality and its representation. We look at both mainstream and alternative media to consider the role of LGBTQ producers and audiences in shaping queer images. This course asks students to look and think queerly—irrespective of sexual identification—through a series of creative assignments.

COMM 430. The Media in U.S. History

COMM 271 strongly recommended. (3). May not be repeated for credit.

This course places the development of American mass media in historical perspective. It surveys the evolution of the mass media from colonial times to the present, focusing on the development of contemporary forms: the newspaper, magazine, broadcasting, and motion picture. Changes in the structure of the media are examined in connection with historical and economic trends in American society. While there are no specific prerequisites, a general grounding in American history is recommended.

COMM 431. Supreme Court News

COMM 261 strongly recommended. (3). May not be repeated for credit.

This seminar evaluates media coverage of the U.S. Supreme Court in the context of long-range factors affecting the ability of news media to function in a democracy, examining the scope and content of print, broadcast, and new-media news reporting on major cases before the court. In addition to gaining a broad overview of media coverage of current and recent cases, each student is expected to select one case from the current or past court term and study its media coverage in detail.

COMM 432. Foreign News Coverage

COMM 261 strongly recommended. (3). May not be repeated for credit.

This course investigates coverage of foreign news as a reflection of the structure and function of media systems. What factors influence media decisions on event coverage? What criteria do the media use for deciding which to report? How successfully do the media make foreign news relevant to American audiences? What special problems do foreign correspondents face?

COMM 435. Ethics Issues in Journalism

(3). May not be repeated for credit.

How do journalists cover the news? Do they report it honestly and truthfully? How valid are claims by critics that news media behaved unethically in their coverage of political candidates? This course looks at issues of bias, distortion, lack of perspective and other journalistic failings. It studies journalists' responsibilities to their profession and to the public, and examines proposed solutions to ethics violations. The course is given by Anthony Collings, an Emmy-Award-winning former CNN correspondent.

COMM 439. Seminar in Journalistic Performance

COMM 261 strongly recommended. (3). May be repeated for a maximum of 6 credits under different topic titles. May be elected more than once in the same term.

Investigates long-range factors affecting the ability of the news media to perform their functions in a democratic society. Topics vary by section.

Communication Studies Undergraduate Course Descriptions – Effective Fall 2017

COMM 440. Global Iconic Events

COMM 101 with a grade of C or better. (Prerequisites enforced at registration.) (3). May not be repeated for credit.

This course examines the media coverage of new events that have attracted large international audiences. These exceptional events interrupt the flow of time, and provide us with uplifting or traumatic experiences. The case studies include the Royal Wedding, The Beijing Olympic Games, the September 11 attacks, and others.

COMM 441. Independent Reading

Consent of instructor required. Permission of department. (3 - 4). (INDEPENDENT). May be repeated for a maximum of 8 credits. A maximum of three credits of COMM 322, COMM 441 and 442 may be included in a Communications Studies major. Offered mandatory credit/no credit.

Intended for individualized instruction in subject areas not covered by scheduled courses. Must be arranged with the faculty member and approved by the department.

COMM 442. Independent Research

Consent of instructor required. Permission of department. (3 - 4). (INDEPENDENT). May be repeated for a maximum of 8 credits. A maximum of three credits of COMM 322, COMM 441 and 442 may be included in a Communications Studies major. Offered mandatory credit/no credit.

Intended for individualized instruction in subject areas not covered by scheduled courses. Must be arranged with the faculty member and approved by the department.

COMM 443. LA, Bombay, Hong Kong: Cultural Industries in Transition

COMM 325 strongly recommended. (3). May not be repeated for credit.

During the last three decades, media industries have undergone important changes, transforming the production, promotion, and circulation of films, television programs, and music. Under the impact of new technological advances and transnational flows of people, culture, and capital, media artifacts routinely move across national borders with audiences playing an increasingly participatory role. This course focuses attention on the operations, discourses, and logics that drive contemporary media industries in three major media capitals: L.A., Hong Kong and Mumbai (Bombay). Taking a historical approach, we will examine economic, political, and socio-cultural factors that shape developments in the media industries, relationships between powerful centers of cultural production, and the ways in which industry professionals respond to the challenges and opportunities of globalization. In doing so, we will reflect on the methods and frameworks that scholars have developed in their studies of cultural industries.

COMM 444. Race, Representation and the Media

COMM 371 strongly recommended. (3). (R&E). May not be repeated for credit.

Race is a master category of representation that influences how minority groups perceived, and shapes state policy, social justice and cultural politics. This course explores how minorities are represented in news media and popular culture. "Minority" groups are defined as groups that experience structural inequality in society, economy and politics.

COMM 445. Music and Mediated Identities

COMM 101 with a grade of C or better. (Prerequisites enforced at registration.) COMM 350 or 371 strongly recommended. (3). May not be repeated for credit.

Can the analysis of music help us better understand the modern world, consumerism, technology, and mediated communication? To answer this question, this course draws on social and cultural history, theory, and media studies to examine popular music and identity formation in America from the late nineteenth century to the present.

COMM 446. Reality and Television

COMM 371 strongly recommended. (3). May not be repeated for credit.

The course explores what is meant by the 'real world', 'real life', and 'real people' and the ways in which they are presented in different genres of TV output. How does television work to produce effects of 'the real'? Can we, do we believe what we see--and why?

COMM 447. Women and Islam: The Politics of Representation

COMM 371 strongly recommended. (3). May not be repeated for credit.

This course explores past and present constructions of women in Islam, including study of the foundations of contemporary thinking around Islam and gender, the sociology of religious and gender identity, and the political stakes of representations of the Muslim woman, with attention to the consequences of media representation and stereotyping.

COMM 454. Global Media Dynamics

Declared COMM Senior. (Prerequisites enforced at registration). COMM 371 or 365 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This course explores how the globalization of media has transformed how we apprehend and understand the world and our place in it. We will explore links between media and identity through case studies of film, television, digital and mobile media in varied regional, national, and trans-national media systems and contexts.

Communication Studies Undergraduate Course Descriptions – Effective Fall 2017

COMM 455. Global Visual Cultures

Declared COMM Senior. (Prerequisites enforced at registration). COMM 371 or 365 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE seminar examines the transnational flows of visual media. We survey the literature of visual culture in multiple disciplines, while considering how images travel across cultural boundaries. The course raises the questions of which visuals do and do not resonate with international audiences, and why certain visual resonate more than others.

COMM 456. Critical Issues in Television: The Post Network Era

Declared COMM Senior. (Prerequisites enforced at registration). COMM 251 and 271 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE seminar explores changes in the television industry in recent decades, their consequences for television programming, and consequent adjustments in television as a cultural form. It addresses television's changing scope (multiplicity of networks), viewing practices altered by new recording devices, and its convergence with other technologies.

COMM 457. Citizenship after Television

Declared COMM Senior. (Prerequisites enforced at registration). COMM 251 or 271 strongly recommended. (3). (R&E). This course fulfills the CAPSTONE requirement. No more than three credits of COMM 450-490 may be included in a communication studies plan.
This CAPSTONE seminar explores how television serves as a crucial site for struggles over citizenship and questions of inclusion (and exclusion) in the nation. We trace television's role in shaping post-war American culture by relating TV to broader debates surrounding class, ethnicity, gender, sexuality, and religion.

COMM 460. History of Technology and Modern Culture

Declared COMM Senior. (Prerequisites enforced at registration). COMM 271 or COMM 350 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This interdisciplinary CAPSTONE seminar explores the cultural history of technology and communication by tracing the emergence of, and reception to, selected technologies from the 19th century to the present. It pays critical attention to unique and recurring problems and opportunities associated with communication and technical innovation in the modern world.

COMM 461. Visuality and New Media

Declared COMM Senior. (Prerequisites enforced at registration). COMM 365 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE course explores the intersection between digital media and "the visual" from historical, theoretical, and industrial perspectives. We trace changes in how the "user" is imagined from 1960s mainframe computers to today's popular social apps, developing analytical techniques for the visual analysis of new media cultural forms.

COMM 462. Feeling Political? Affect, Emotion, and Personality in Political Communication

Declared COMM Senior. (Prerequisites enforced at registration). (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

There is a growing body of work in political communication that emphasizes the importance of affect, emotion and personality in politics. Our sensitivity to threat or disgust; our reactions of fear, or anger, or happiness; our tendency to focus more on negative than on positive information - each of these can impact the way we feel about candidates, and our positions on a wide range of domestic and foreign issues. Of course, many of these feelings are in reaction to mass-mediated information; and changing media technologies likely increases the volume of affective or emotional content reaching the public. This CAPSTONE course reviews recent, path-breaking work on these themes, drawn from both media psychology and political communication.

COMM 463. Communication and Political Representation

Declared COMM Senior. (Prerequisites enforced at registration). COMM 261 and Comm 329 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

It is hard to imagine modern representative democracy without mass media. This CAPSTONE seminar looks at the roles that mass media play in citizen-government relations: as a source of information about policies and governments; as a representation of citizens' attitudes and preferences; and as centerpiece of election campaigns. Discussions will focus on where mass media succeed and fail, and on the consequences of media performance for political decision-making and the functioning of representative democracy.

COMM 464. Social Consequences of Mobile Communication

Declared COMM Senior. (Prerequisites enforced at registration). COMM 251 and 261 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

Communication Studies Undergraduate Course Descriptions – Effective Fall 2017

This CAPSTONE course examines the social consequences of mobile communication and the role that mobile communication technology plays in the reformulation of everyday life. It explores adoption patterns, international perspectives on mobile communication, intersections between mass and interpersonal communication, and theoretical approaches.

COMM 465. Health Communication and Health Behavior Change

Declared COMM Senior. (Prerequisites enforced at registration). COMM 281 or COMM 380 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE course examines principles related to health communication, including contemporary theories of health behavior change, approaches to the design and development of health communications, and principles and practices of outcome evaluation. Sample topics include: health promotion, social marketing, risk communication, fear appeals, entertainment-education, and health messages in the popular media.

COMM 466. Global Digital Politics

Declared COMM Senior. (Prerequisites enforced at registration). COMM 325 and COMM 329 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE seminar explores important ways in which digital media and internet infrastructure are shaping and constraining participation and organizing in developing and emerging countries. The course introduces comparative politics and the comparative method to communication and media studies students, with rich case studies to understand new forms of collective action.

COMM 467. Debating Politics & Science: Science, News, Public Opinion and Policy

Declared COMM Senior. (Prerequisites enforced at registration). (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE class explores how the public consumes science and how scientific findings translate into policy. Through issues like evolution, climate change, and vaccinations, we explore boundaries of scientific knowledge, challenges in science journalism, popular opinion, and policy challenges. What we know and how we know it lie in the balance.

COMM 468. Political Misinformation and Misperception

Declared COMM Senior. (Prerequisites enforced at registration). COMM 329 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

Inaccurate beliefs about politics are prevalent in America and held about a range of political issues and politicians. Once they take hold, misperceptions are often difficult to correct and can impact democratic outcomes. This CAPSTONE seminar explores several factors that contribute to the spread of political misinformation and the rise of misperceptions, including the roles of media, social networks, and psychological biases. The course also examines the consequences of inaccurate political beliefs and investigates various communication strategies and media campaigns utilized to correct misperceptions.

COMM 469. Play and Technology

Declared COMM Senior. (Prerequisites enforced at registration). (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE seminar investigates competing social scientific and philosophical theories of play, the structure of games, and the consequences of technologically mediated play for both children and adults. It is organized around competing theoretical understandings of play and is illustrated with examples from computer games.

COMM 470. Telling our own Stories: Minority Self-Representation in the Media

Declared COMM Senior. (Prerequisites enforced at registration). COMM 371 strongly recommended. (3). (R&E). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE course explores media narratives and representations of identity and culture told from a minority point of view, considering questions of race/ethnicity, sexuality and gender. The course examines how these media stories are told, what topics/issues they address, and what alternative views of American identity and society they provide.

COMM 472. Celebrity Influences

Declared COMM Senior. (Prerequisites enforced at registration). COMM 371 strongly recommended. (3). (R&E). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

Celebrities are a central aspect of our media culture. This course studies the effects of the actions and communications of celebrities on individuals and on society. On the individual level, we examine whether and to what extent their example causes imitation and affects health and other behaviors, political attitudes, fashion, purchasing behaviors, and more. At societal level we look at framing and agenda setting effects that celebrity involvement has on societal discussions and even political action. An effects approach can't be complete without a discussion of cause and effect: are celebrities really causing changes, or are they merely catalysts or perhaps just mirroring changes that would occur anyway? Finally, we also wonder what the effects of celebrity are on the celebrity, with a look at the dark side of being a fan (obsession, stalking, violence).

Communication Studies Undergraduate Course Descriptions – Effective Fall 2017

COMM 475. Mass Media in the World

Declared COMM Senior. (Prerequisites enforced at registration). COMM 271 or COMM 350 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

New and expanding mass communication technologies and commercial culture shifted the "place" of the U.S. in the twentieth century. But the cultural patterns, uses, and meanings of U.S.-inflected global media exports were hardly unidirectional or hegemonic. In this CAPSTONE seminar we explore major issues in global media history and theory.

COMM 477. Media and Celebrity Culture

Declared COMM Senior. (Prerequisites enforced at registration). (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE course examines the explosive rise of celebrity culture since the mid-1970s and its colonization of virtually every media form and genre, from niche cable channels to the news to the proliferation of celebrity journalism and magazines in the early 21st century. It explores the mass media's need for, and role in the manufacture, maintenance and expansion of celebrity culture in the late 20th and early 21st centuries, and considers the consequences of that culture on the media themselves and American culture.

Readings focus on theories of celebrity, the history of celebrity production, and the ideological work done by celebrity culture.

COMM 480. Strategic and Persuasive Communication

Declared COMM Senior. (Prerequisites enforced at registration). COMM 281 and 380 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This interdisciplinary CAPSTONE seminar investigates theories of persuasion, and how they are applied in a variety of contexts. Students learn skills for designing and evaluating persuasive messages through interactive exercises and group-based projects. Major topics include: social science research on influence, and issues in the design and evaluation of persuasive communication.

COMM 482. Children and the Media

Declared COMM Senior. (Prerequisites enforced at registration). COMM 281 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE seminar examines influences of the mass media on children in society. The course is designed to explore in-depth the literature on media effects, emphasizing the interaction of mass media, psychological development, and social behavior. Course readings examine both methodological and theoretical issues, drawing from work in communication, psychology, and policy studies.

COMM 483. Media and Intergroup Conflict

Declared COMM Senior. (Prerequisites enforced at registration). COMM 281 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE seminar explores theory and research on mass media and its influence on intergroup relations. In the beginning of the semester, we will focus on a) basic social psychological explanations of intergroup biases and b) theories explaining how media can influence outgroup perceptions and attitudes. Next, we will explore media effects literature on how different outgroups are presented in the media and the consequences of these portrayals on intergroup relations. Finally, we will focus on how the media can be used to promote positive intergroup relations.

COMM 486. Afro-Asian Popular Culture

Declared COMM Senior. (Prerequisites enforced at registration). COMM 371 strongly recommended. (3). (R&E). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

How are distinctive identities - racial, ethnic, cultural, and geographic - formed, maintained, and represented in (popular) culture? This CAPSTONE course draws upon diverse literatures to map the terrain of hybrid identity constructions of the AfroAsian in popular culture. By the course's end, we will be able to answer the questions: How is AfroAsian identity expressed, be it struggle, resistance, or coalition? How has this popular culture expression of identity developed over time? What are the possibilities of an Afro/Asian alliance beyond popular culture?

COMM 487. African Americans in Popular Culture

Declared COMM Senior. (Prerequisites enforced at registration). COMM 371 strongly recommended. (3). (R&E). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

This CAPSTONE course draws upon diverse literatures as a blue-print to the construction of Black identity in (mediated) popular culture. We delve into debates of race, representation, and participation by examining how African American life and culture - "Blackness" - is presented in popular communication.

Communication Studies Undergraduate Course Descriptions – Effective Fall 2017

COMM 490. Capstone Seminar in Media Topics

Declared COMM Senior. (Prerequisites enforced at registration). COMM 251, 261, 271 or 281 strongly recommended. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 450-490 may be included in a communication studies plan.

Investigates advanced senior capstone topics relating to mass media and mass communication. Topics vary by section.

COMM 491. Senior Honors Seminar I

Consent of instructor required. (3). Permission of instructor. May not be repeated for credit. This course fulfills the CAPSTONE requirement. No more than 3 credits of COMM 491-492 may be included in a communication studies plan.

This is the first in a two-part honors seminar program and culminates in the composition of a senior honors thesis prospectus. Develops student's senior honors thesis topic, choice of research methods, and selection of faculty thesis adviser.

COMM 492. Senior Honors Thesis

Consent of instructor required. COMM 491 and permission of instructor. (3). This course fulfills the CAPSTONE requirement. May not be repeated for credit. No more than three credits of COMM 491-492 may be included in a communication studies plan.

The second in a two-part honors seminar program and culminates in the composition of a senior honors thesis. Students must have successfully completed COMM 491. Students work directly with their thesis advisers, and are expected to meet regularly with them for direction and assistance.