Communication Department Fall 2023 Courses

Foundation Courses

Comm 102: Public Speaking and the Public Sphere (HE, JE)

- Students will explore how public speech has been used for social justice advocacy historically and in contemporary society through a variety of different rhetorical situations. Students will feel empowered civically and research a contemporary issue to advocate for a social justice issue.
- Key Skills: speaking, research, ethics

Comm 103: Media and Society (HE, HM, T1)

- Learn how the media we access through our digital devices influences our everyday lives, shapes knowledge, and affects our relationships. Due to the sheer amount of time we spend with media, Media and Society is relevant to anyone growing up in the digital age. In this class, you’ll learn how to critically analyze media messages and to understand the larger context behind why and how they are created, and what it means for us as consumers.
- Key Skills: critical thinking, media literacy, message analysis

Comm 105: Introduction to Human Communication (SS/SW, T)

- Humans crave connection with other humans and so it’s no surprise that we work hard to establish and maintain good relationships with others. Still, some interactions might be a mystery that you haven’t been able to unravel. This course covers a wide variety of communication theories, each of which aims to help you solve those interaction mysteries. Becoming familiar with theories related to interpersonal, gender, group, organizational, and intercultural contexts will sharpen your communication skills and help you better understand your everyday interactions.
- Key Skills: analysis of everyday communication, understanding how research creates theories
Goal Area: Message Design

Comm 225: Argumentation and Advocacy (HM, HE, TE)
- Students will learn how to make and analyze arguments with an eye toward a better understanding of influence in the public sphere.
- Key Skills: building arguments, analysis, public speaking

Comm 240: Digital Video Communication
- Don’t settle for point, shoot, post. Learn to communicate effectively. Learn to speak the “language” of video by learning the basic principles of video production and the concepts of media aesthetics. You’ll use that knowledge conceptualize, visualize, pitch, and create not only your own messages but also to create messages to meet a client's needs.
- Key Skills: plan, pitch, create (shoot/edit) effective video messages, message analysis

Comm 245: Introduction to Media Writing (Write 2)
- An email to your boss or clients. A blog that explains what's behind supply chain delays. A feature story about someone in your community doing something cool. These are all forms of media writing, a cornerstone skill in fields like journalism, public relations, marketing communications, advertising and business in general. This course is designed to teach you how to construct clear, accurate and creative messages tailored to a specific purpose, context, audience, and media platform. You will learn to write across media—blogs, websites, email, social media, print, broadcast— and get a good introduction to writing in a variety of media-related professions.
- Key skills: effective message design, portfolio-building

Comm 248: Media and Youth (HE, HM, M1, EX/EL optional, WR)
- Analyze the role of media in the lives of youth by examining issues such as privacy, gender bias, cultural stereotypes, sexuality, civic engagement, and violence. Explore social and psychological effects of media on youth’s everyday lives, knowledge, and relationships. The knowledge gained in this course will serve you in your personal and professional lives in the years to come. Course includes an optional experiential learning component.
- Key Skills: message analysis and design, media literacy, experiential learning, presentation skills
Goal Area: Analysis

Comm 110: #herstory (CI)

- This course examines the way that underrepresented voices have been excluded from public discourse and explores the efforts of leaders and activists to reclaim their voices and power.
- Key Skills: analysis, collaboration, public speaking

Comm 277A: Listening for Justice (HE, HM, TF, BN)

- What role does Listening play in Social Justice transformation? In this class, students will analyze, examine, and redefine political systems, interpersonal relationships and connection to the local and global community. In addition, readings, discussion, and exercises focus on understanding listening and conflict resolution theory. Further, students study and practice an awareness of self-listening to be mindful of outward actions in all areas of listening as Listening Leaders. Finally, students practice the discipline of spiritual listening so as to live out the Benedictine Mission of “Listening with the Ear of the Heart”. Major projects: Two analysis papers and one “Radical Empathy” Digital Video.
- Key Skills: mindfulness, storytelling, interpersonal communication, conflict resolution

Comm 336: Strategic Communication Campaigns Theory (SS, SW, T3, WR)

- Master the tools necessary to analyze and create effective strategic communication campaigns. Course material will improve your skills as a message creator and consumer. If you are interested in a career in marketing, public relations, advertising, health campaigns, sports’ promotions, or any other kind of strategic communication, this course is for you. Completion of this course is required to complete Communication 346: Strategic Communication Campaigns Capstone.
- Key Skills: message analysis, campaign planning, presentation skills

Comm 338: Strategic Social Media Marketing and Analysis (EX)

- Learn while gaining experience in social media marketing by running the Communication Department’s Instagram profile. You’ll learn branding, audience and competitive analysis and brand analysis. You will create content and measure success toward desired outcomes with key audiences. You will use your analytical skills to identify successes, challenges, and recommend changes for the future of the account.
- Key Skills: social media marketing, competitive analysis, branding
Comm 352: Health Communication (SS/SW, T)

- Become a better communicator for your own health! You will learn about health insurance, how to communicate more effectively with providers, how providers communicate among themselves, and how health behavior change is likely to occur. You will analyze a book that reveals the inner workings of a busy hospital as well as interview a health administrator to understand the importance of communication within that area of healthcare.
- Key Skills: understand how healthcare works, communicate within medicine effectively

Comm 379B: Rhetoric of Advertising (HE, HM, TF)

- This course analyzes the rhetorical features of advertisements and examines how commercial messages generate social meaning. There are three projects in the class: One examines how a recent advertising campaign uses rhetorical techniques to persuade audiences; the second examines deception in advertising; the third examines how advertising shapes collective values and identity.
- Key Skills: Analyzing texts, information literacy, collaboration
- Prerequisites: SO, JR, SR Standing
Goal Area: Communication and Community

Comm 310: Black Civil Rights Rhetoric (IC)

- 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."
- Key Skills: understand cultural issues, critical thinking
- Prerequisite: COMM 201, 278A or 102

Comm 350: Intercultural Communication (GLO, IC)

- If you are curious about other cultures and co-cultures and want to feel more confident about your intercultural communication skills, then this is the course for you. We will use intercultural communication theories and concepts to identify and explore barriers and opportunities in communicating across cultures. You will also have the unique opportunity to apply course material and hone your intercultural communication skills via a semester long partnership with Bunkyo Gakuin University students in Tokyo.
- Key Skills: intercultural communication, critical thinking, analysis, writing, discussion

Comm 351: Gender and Communication (SS, SW, J3)

- If you think gender is an interesting area of study, wait until you combine it with topics like culture, diverse identities, intersectionality, socialization, gender as performance, social institutions, conformity vs. gender bending and, of course, communication! This course explores both how our gender identities, communication, and culture have been shaped, as well as our agency in shaping them.
- Key Skills: critical thinking, analysis, writing, discussion
- Also satisfies requirements for the GEND major/minor

Comm 379A: Freedom of Speech (BN, HE, TF, WR)

- Students will study historic and contemporary free speech controversies and analyze the arguments made in favor of and in opposition to laws regulating speech, including ongoing/developing debates related to free speech as laws are proposed and change. 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. We cover topics such as free speech and democracy, the freedom of the press, political speech/sedition, protest and violence, obscenity, hate speech, speech in school/on campus, and the regulation of speech on the internet.
- Key Skills: analyzing texts, information literacy, collaboration, writing, speaking
Capstone Courses

Comm 331: Rhetoric and Citizenship

- Students will critically examine the role that public discourse and efforts to influence others play in our understandings and practices of citizenship.
- Key skills: analysis, deep reading, writing
- Prerequisites: Comm 102, 103, 105, one class in each Comm goal area; reserved for Comm major or permission of instructor)