COMM 315-001 or COMM 315-002: Ethics in Communication: Ethics of Popular Culture
Dr. Elena Strauman

This course examines the ethical implications of communication by drawing on established ethical theory, communication research, and the everyday interface between people and popular culture. The course will consider both the ethical lessons that popular texts may impart to audiences, the implications of choices in representation of topics, groups, and individuals, as well as the ways in which popular texts can become a means to better understand ethical theory.

COMM 315-003 or COMM 315-004: Ethics in Communication: Freedom of Expression
Dr. Kirk Stone

Students will learn to analyze important and interesting communication situations from the perspectives of both law and ethics as they learn that what is legal may not necessarily be ethical. As former Supreme Court Justice Potter Stewart so wisely phrased it, “There is a big difference between what you have a right to do and what is right to do.”

Here are a few sample topics we will discuss:

--How do ethical and legal concerns apply to Facebook, email, twittering, and other social media? College students should be extremely careful before sending messages using this technology.

--Should a television station be allowed to broadcast live from a prison when a convicted murderer is executed for his vicious crime?

--Does freedom of speech protect a website providing information on how to commit suicide or a book on how to commit murder for hire?

--Did the news media violate a man’s right to privacy when it reported that he had stopped a would-be killer from shooting the president and then also reported that he was gay?
--Can the news media use hidden microphones or cameras to gather information at the home of a man suspected of practicing medicine without a license?

--Under what circumstances should television cameras be allowed to broadcast from courtrooms while trials are underway?

COMM 336-001: Addressing Problems in Context: Self-Help in the Makeover Nation
Dr. Tom Heeney

Advice, conduct, and success literatures have been essential in promoting our so-called American Dream. Today we witness an obsessive focus in popular media on the “makeover” show and the rise of self-help books as part of a regular reinvention of persons and citizens. A new wrinkle in this aspirational and promotional society (of the spectacle) is this makeover style of reality TV: Is there a body-politics (and psychology) here in the shift away from social improvement to personal transformation? This course will explore recent academic and popular critiques of this rhetoric of “life-style” experts and happiness management, and explore the rise of self-help movements in the last century. The American creed has always been mythic and emphasized new possibilities and opportunities--are we today still governed by these (unrealistic) expectations of self-creation, and are they now simply commercial fixes? We will ask--how is makeover a gendered and generational concept and practice? Are you a problem or a solution? Let’s explore our current happy-talk rhetorical context together!

COMM 336-002, 003 & 004: Addressing Problems in Context: Health Communication
Dr. Deborah Socha McGee (sections 002 and 003)
Dr. Elena Strauman (section 004)

Communication about health pervades our everyday lives. Designed for students majoring in either Communication or Public Health, this course will examine many aspects of health communication from the interactions of people involved in the health-care process (interpersonal and organizational communication) to the dissemination and interpretation of health-related messages (mass communication). It will provide students with an overview of topics such as provider recipient communication, communication in health-care organizations, public health campaigns,
and other public health concerns as they relate to physical, mental, and social health issues, among others.

**COMM 336-007: Gender and the Media**
Dr. Leigh Moscowitz

Contact Dr. Leigh Moscowitz for description of this course.

**COMM 336-13: Strategic Communication Management**
Mr. Tom Martin

This course will focus on the management of the communication function in corporations, agencies, non-profit entities and government organizations. Particular emphasis will be placed on developing effective communication strategies to accomplish organizational goals and objectives. The purpose of the course is to prepare the student to assume management or outside counsel roles in corporate communications through a combination of case studies, practical examples, guest speakers and seminar discussions that allow the student to test the theories studied in previous communication courses. The course will cover ethical issues affecting business generally and the communications profession specifically; crisis management; the growing importance of social media channels in corporate and organizational communication; global branding; media relations; and what the rise in stakeholder empowerment means for the future of communication. Classes will focus on core readings, participant-centered discussions and written analyses of several case studies, and research reports on ethics and crisis communication. The semester will culminate with students working in teams to prepare and present a Strategic Communications Plan that encompasses all elements of the course work.

**COMM 336-06: Addressing Problems in Context: Sport and Society**
Dr. Vince Benigni

This course focuses on the societal impact of sport, often through a case-study/issue-based approach. Through an analytical lens, we will broach fan culture, sport economics, race and gender issues, power structures of teams and players, entertainment implications, and the politics of sport. A variety of books and readings will provide context, and prominent guest speakers will address issues that permeate the sports culture. Students will learn from both a historical perspective, as
COMM 380-003: Studies in Communication: Television Production  
Mr. Tim Fennell

This course examines both the craft and creative process of television and video production. The main objective is to give the student a better understanding of not only the equipment needed to create content but the thought process behind it. Individual and group projects. Projects include creating original TV spots, mini-documentaries and reality show promos. The class will not be overly technical but will not neglect the technical considerations associated with video production.

COMM 389-001, 002: Public Opinion in American Politics  
Dr. Namjin Lee

This course covers the formation, expression, and measurement of American public opinion, with a particular focus on the role of mass and social media in shaping and representing opinion, in order to better understand how citizens think about and react to the political world. Communication professionals and political campaigners regularly produce messages that are intended to influence public opinion and often operate in professional environments that make use of public opinion polling. The primary goal of this course is then to provide students with a solid understanding of the important knowledge of public opinion, as well as analytical and critical skills needed for thoughtful evaluations of public opinion data.

COMM 410-001; 004: Analysis of Communication Practice: Social Media Marketing  
Dr. Beth Sundstrom

This is an advanced writing course emphasizing the interrogation of contemporary communication practices in strategic communication. This strategic communication management course emphasizes social marketing practices. Social marketing is the application of marketing concepts and techniques to bring about behavior change for a social good. As such, social marketing overlaps with areas of public relations, direct marketing, advertising, education and entertainment. In this course, students gain an understanding of current theory and knowledge in the field of social marketing. Topics will include audience research, segmentation strategies, communication channels, the marketing mix, and the application of behavioral theory. This course introduces students
to the use and influence of new media in strategic communication practice and expands their ability to write using new and traditional media platforms and tools. As a writing intensive course, students are expected to prepare, produce and revise a portfolio of original work. Students should demonstrate the ability to integrate and apply knowledge and skills from pre-requisite courses.

COMM 410-005: Analysis of Communication Practice: Television Criticism
Dr. Celeste Lacroix

This is an advanced writing course designed to provide you with an understanding of, and an ability to analyze and evaluate, televisual texts. In the course, students will be exposed to a variety of theories, methods, and approaches to television criticism, and provided with the opportunity to critically engage “classic” and contemporary television programming. In particular, we will focus our attention on televisual representations of gender, race/ethnicity, and sexuality. Note: This 4 credit hour course has both significant reading and writing requirements.

COMM 410-006; 007: Analysis of Communication Practice: Health, Science and the Media
Dr. Caroline Foster

Contact Dr. Foster for description of this course.