

Listed below are the Fall 2021 course section descriptions for COMM 315, COMM 336, and COMM 410 courses. This information is provided so you can start thinking about which options best fit with both your academic plans and post-graduation career plans. Good luck with your decision making!

If you have questions about any of the course section descriptions, you are welcome to contact the professors. If you have additional questions, please contact your COMM advisor or Dr. Kopfman (Department Chair).

Course Number	Course Section	Course Title: Section Title: Brief Description	Schedule Type	Instructor(s)
COMM 315	02	Ethical Communication: Ethics in Strategic Communication: Now more than ever, doing the right thing matters for organizations of all sizes. This course examines the ethical considerations of “doing the right things” that guide and inform organizational decisions and strategies in the context of corporate social responsibility (CSR). We will explore the meanings of CSR, the triple bottom line philosophy, sustainable business, corporate social advocacy, and related theories and concepts. This course will increase students’ awareness of corporations and other organizations’ social responsibilities, enable them to evaluate and develop responsible business models, and foster a sense of professional responsibility as communicators.	synchronous online	Chen, Feifei
COMM 315	03	Ethical Communication: Ethics in Leadership: This course focuses on the everyday challenges of ethics in professional life. Using classical and contemporary ethical theory and critique, we will explore issues related to leadership, followership, gender, life-work integration, ethical group problem solving, conflict, diversity, social responsibility, and communication with multiple publics. This course is grounded case studies, current events, fictional critiques and media to engage students in this exploration of ethics in organizational life. This course will equip students	on campus	Goodier, Beth

		to practice ethical organizing through moral behavior and moral influence.		
COMM 315	04	Ethical Communication: Ethics and Popular Culture: 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. Students will engage the texts that interest them most to consider 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.	on campus	Strauman, Elena
COMM 336	01	Addressing Problems in Context: Sport and Society: This course focuses on the societal impact of sport, oftentimes through a case-study/issue-based approach. Through an analytical lens, we will broach fan culture, sport economics, race and gender implications, power structures of teams and players, and social issues. 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 well as by regular exposure to popular/current mainstream media outlets.	on campus	Benigni, Vince
COMM 336	02	Addressing Problems in Context: Navigating Difficult Conversations: We all have those moments where our stomachs are twisted in knots because we yearn to say the right thing at the right time. We feel its importance. We are hard on ourselves and others because we care so much about the outcome. In this course we will examine how vulnerability and courage influence human interaction, especially when navigating difficult conversations. We will explore the importance of analyzing vulnerability and courage in the context	on campus	Ferrara, Merissa

		<p>of developing authentic relationships with others. We will identify our own personal values and learn how emotional curiosity is essential to understanding self, others, and human relationships. We will analyze difficult conversations and increase our verbal and nonverbal skills to be able to better navigate them when they arise. Based on a sampling of the research literature on shame, empathy, self-compassion, self-worth, conflict, dialectic tensions, etc., we will critically evaluate how they impact the movement of our relationships. This class is inspired by Brené Brown’s research on vulnerability and courage in everyday interactions.</p>		
<p>COMM 336</p>	<p>03</p>	<p>Addressing Problems in Context: Health Communication: Communicating about health and disease is at the core of human experience, evoking physical, social, and cultural meanings. In this course, students will explore their own health and well being, as well as the health and well being of society. The scope of health communication ranges from disease prevention and health promotion to the enhancement of the quality of life in communities. Students will uncover the core elements of health communication including everyday communication about health, advertising, news, campaigns, community outreach, public policy, medical encounters, and the business of health care. We will interrogate health communication messages in the media and interpersonal contexts, including social media.</p> <p>Health communication is a field that encompasses the symbolic processes by which people, both individually and collectively, understand, share ideas about, and adapt to health and illness. This course will provide a broad overview and exploration of health communication research, theory, and practice, examining the influences of communication on the delivery of care and the promotion of health, and covering multiple levels, channels, media, and communication technologies. This class is designed to be an overview of</p>	<p>asynchronous online</p>	<p>Sundstrom, Beth</p>

		significant concepts and issues that have emerged in health communication scholarship. The sources for this scholarship are interdisciplinary, but the core of our attention will be focused on the communication that occurs at many different levels of health, with particular emphasis on designing health campaigns.		
COMM 336	04	Addressing Problems in Context: Martin Scholars: To be registered for this course section, students must be in the Martin Scholars program .	on campus	Martin Scholars Program (Martin, Thomas)
COMM 336	05	Addressing Problems in Context: Environmental Communication: This course introduces students to the interdisciplinary and timely field of environmental communication, including historical events, key concepts, legal landmarks, technological developments, and public controversies at the intersection of the environment, economics, and social justice. We will focus on persuasive communication in the public sphere from the past and present, as well as the constitutive power of communication to name and redefine what has been and might become possible in our environmental imaginations.	on campus	DeHaan, Kathy
COMM 410	02	Analysis of Communication Practice: Inspiring Speeches: This is a senior-level writing focused class designed to strengthen your ability to critically evaluate examples of public discourse. We will study a variety of 20th and 21st century political and social leaders and a sample of speeches they presented in response to a particular rhetorical situation. We will begin by talking about a variety of theoretical approaches that can be used to critically evaluate speeches and then move into studying examples of speeches. We will look at the event(s) that prompted the speech and ask ourselves questions such as: What rhetorical devices did the speaker use to help create an inspiring speech? Was the	on campus	Cherry, Lynn

		speech “inspiring” when given, and why or why not? What was the audience reaction to the speech? Students will choose a speaker and speech for their analysis and throughout the semester will write papers which will build on each other to produce a final critical analysis paper at the end of the semester. <i>NOTE: This 4 credit hour course includes a significant amount of reading and writing.</i>		
COMM 410	03	Analysis of Communication Practice: Rhetoric and Sport: This course will use rhetorical methods to explore the relationship between communication and sport. Focusing on sports and sporting events in the United States, this course will examine some of the myriad texts surrounding the industry and performance of sports and sporting events. By the end of the course, students will have written an original research paper using rhetorical methods to examine a text produced by a sports organization or individual and gained a greater understanding of the social issues influenced and reflected through the communication surrounding sports.	on campus	Davis, Julie
COMM 410	06	Analysis of Communication Practice: Communicating Science: Strong science communication is critical across various platforms: broadcast and print media, technical journals, public health blogs, social media, etc. This class offers students the opportunity to develop advanced communication skills through an exploration of issues in science (health, technology, and the environment). With an emphasis on advanced research and writing abilities, we will study talented science communicators, focus on noteworthy topics, and develop portfolios that demonstrate mastery of subject matter and communication theory. Possible topics include: genetic engineering, climate change, viral epidemics, or cyber-security. Possible assignments include: advocacy briefings, science blogs, op-ed articles, video projects, or public health programs. Along the way, we will consider political, social, and ethical implications of communicating science.	on campus	DeHaan, Kathy

<p>COMM 410</p>	<p>07</p>	<p>Analysis of Communication Practice: Examining Hollywood Film: This is an advanced writing course designed to provide students with a thorough understanding of film as an art form, “Hollywood” as a cultural institution and commercial enterprise, and as the ideological frameworks within and around cinema. Students will examine a variety of theoretical frameworks of film criticism, and be exposed to films from Hollywood’s “Golden Age” to the late 20th century. To focus our discussion of cinema and representation, this course will use representations of gender and race as its primary lenses for understanding the impact, potential, and stakes of Hollywood representation.</p>	<p>on campus</p>	<p>Guthrie, Caroline</p>
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