Communication and Media Studies

The ability to communicate competently and to understand communicative acts is an asset contributing to success in both the public and private spheres. Human communication, however, is a complex process, and effective communication depends on our understanding of the structures and constraints of the process by which messages are transmitted and understood between senders and receivers.

Courses in Communication and Media Studies at Stetson stress a strong liberal arts foundation in communication theory and practice. By choosing from offerings in areas such as interpersonal and organizational communication or public discourse and mass media, students can tailor a program to fit their interests and needs. In addition to classroom education, students have opportunities for practical experience through internships off-campus and on-campus media. Communication and Media Studies is also the departmental home for the interdisciplinary Journalism minor.

More information can be found online at http://www.stetson.edu/other/academics/programs/communication-and-media-studies.php.

Learning Outcomes

Student learning outcomes describe what students know, understand and are able to do as a result of completing a degree program. The learning outcomes for this program are:

1. Create messages appropriate to the audience, purpose, and context including the ability to:
   - Locate and use information relevant to the goals, audiences, purposes, and contexts
   - Select creative and appropriate modalities and technologies to accomplish communicative goals
   - Adapt messages to the diverse needs of individuals, groups, and contexts
   - Critically reflect on one’s own messages after the communication event

2. Critically analyze messages including the ability to:
   - Identify meanings embedded in messages
   - Articulate characteristics of mediated and non-mediated messages

3. Demonstrate the ability to accomplish communication goals and practices including the ability to:
   - Identify contexts, situations, and barriers that impede communication self-efficacy
   - Articulate personal beliefs about abilities to accomplish communication goals
   - Evaluate personal communication strengths and weaknesses

4. Apply ethical communication principles and practices including the ability to:
   - Identify ethical perspectives
   - Articulate the ethical dimensions of a communication situation
   - Propose solutions for (un)ethical communication
   - Evaluate the ethical elements of a communication situation

Majors

Major in Communication and Media Studies

- Bachelor of Arts in Communication and Media Studies (http://catalog.stetson.edu/archived-catalogs/2017-2018/undergraduate/arts-sciences/communication-media/communication-media-ba)

Minors

Minor in Communication and Media Studies - 5 units

Requirements

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>COMM 201</td>
<td>Public Speaking</td>
<td>1</td>
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<tr>
<td>Select one of the following:</td>
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<tr>
<td>COMM 210V</td>
<td>Communication &amp; Media Ethics</td>
<td>1</td>
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<tr>
<td>COMM 221S</td>
<td>Interpersonal Communication</td>
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<tr>
<td>COMM 228S</td>
<td>Intercultural Communication (Can be used as a D course)</td>
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<td>COMM 231</td>
<td>Critical Studies of Mass Media</td>
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<tr>
<td>COMM 241A</td>
<td>Visual Communication</td>
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<td>COMM 290</td>
<td>Special Topics in Communication Studies</td>
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<tr>
<td>COMM 301</td>
<td>Qualitative Theory and Methodology</td>
<td>1</td>
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<tr>
<td>or COMM 302</td>
<td>Rhetorical Theory and Criticism</td>
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<tr>
<td>COMM 303</td>
<td>Media Theory and Analysis</td>
</tr>
<tr>
<td>COMM 311</td>
<td>Classical Rhetoric</td>
</tr>
<tr>
<td>COMM 314B</td>
<td>Rhetoric, Culture, &amp; Identity</td>
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<td>COMM 321V</td>
<td>Gender in Communication</td>
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<td>COMM 390</td>
<td>Special Topics in Communication Studies</td>
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<td>COMM 411</td>
<td>Philosophy of Communication</td>
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<td>COMM 316</td>
<td>Argumentation</td>
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<td>COMM 325</td>
<td>Organizational Communication</td>
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<td>COMM 327V</td>
<td>Health Communication</td>
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<td>COMM 328B</td>
<td>Food, Communication and Culture</td>
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<td>COMM 333</td>
<td>Communication and Technology</td>
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<tr>
<td>COMM 391</td>
<td>Special Topics in Communication Studies (Applied)</td>
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<tr>
<td>COMM 444</td>
<td>History and Criticism of American Public Address</td>
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Total Units: 5

Advising Course Plans

• Communication and Media Studies Major (http://catalog.stetson.edu/archived-catalogs/2017-2018/undergraduate/arts-sciences/communication-media/communication-media-4yr-pathway)

Faculty

Choi, Su Young  
*Assistant Professor of Communication and Media Studies, 2017*  
B.A., M.A., Seoul National University, South Korea  
Ph.D., University of Massachusetts Amherst

Dehnart, Andy  
*Visiting Assistant Professor of Communication and Media Studies and Journalism, 2003*  
Director of Journalism, 2011  
B.S., Stetson University  
M.F.A., Bennington College

McFarland, Michael W.  
*Associate Professor of Communication and Media Studies, 1988*  
B.A., Simpson College  
M.A., Ph.D., Northwestern University

Petrovic, Jelena  
*Assistant Professor of Communication and Media Studies, 2013*  
B.A., M.A., Wichita State University  
Ph.D., University of New Mexico

Schuwerk, Tara  
*Associate Professor of Communication and Media Studies, 2008*  
Chair of Communication and Media Studies, 2017  
B.A., M.A., University of Central Florida  
Ph.D., Arizona State University

Courses

**COMM 190. Special Topics in Communication Studies. 0.5 or 1 Units.**

**COMM 201. Public Speaking. 1 Unit.**

Study of the principles of public address to include the preparation and delivery of various types of speeches.

**COMM 210V. Communication & Media Ethics. 1 Unit.**

This course focuses on Stetson's Ethical and Spiritual Inquiry Value. An introductory exploration into the concepts of communicative choice and responsibility as they relate to specific problems and questions in communication and media.
COMM 221S. Interpersonal Communication. 1 Unit.
A study of the principles and application of verbal and nonverbal communication between people, and the effect of this communication on relationships and experience.

COMM 228S. Intercultural Communication. 1 Unit.
study of the issues which influence communication, including verbal and nonverbal interaction, analysis and understanding of context, problems of diversity, and ethical concerns. Can be used as a D course.

COMM 231. Critical Studies of Mass Media. 1 Unit.
A critical survey of the various aspects of the mass media focusing on television, film, advertisement, new media, and music.

COMM 241A. Visual Communication. 1 Unit.
A study of the ways in which visual texts are designed to communicate creatively and persuasively. Students will interpret and develop a critical understanding of a wide variety of visual artifacts. Attention will be given to the varying purposes visual texts and artifacts serve in cultures and how producers of visual texts and artifacts design their creations to communicate specific values and messages to audiences.

COMM 285. Independent Study. 0.5 or 1 Units.

COMM 290. Special Topics in Communication Studies. 1 Unit.
Intensive study of selected topics related to the Communication field.

COMM 290B. Special Topics: Immigration, Culture, and Scottish Identity. 1 Unit.

COMM 301. Qualitative Theory and Methodology. 1 Unit.
An exploration of a variety of qualitative research approaches in communication studies, with emphasis on epistemology (ways of knowing), methodology (ways of examining), and representation (ways of writing and reporting). This course should be taken in the junior year in preparation for the senior research sequence.

COMM 302. Rhetorical Theory and Criticism. 1 Unit.
A study of modern theories of rhetoric and how these theories affect the practice of criticism. The course grounds students in theory and allows them to begin to construct theoretical models. Students then move to analyzing and critiquing public discourse. This course should be taken in the junior year in preparation for the senior research sequence.

COMM 303. Media Theory and Analysis. 1 Unit.
This course provides an opportunity for in-depth study of the media by equipping students with extensive knowledge of a range of analytical strategies often used for systematic interpretation and evaluation of media texts, processes, and institutions. The course combines methodological and theoretical perspectives with hands-on applications to cultivate literacy and understanding of the impact media have on contemporary civic life.

COMM 311. Classical Rhetoric. 1 Unit.
A study of ancient theories of rhetoric, providing an understanding and appreciation of rhetorical traditions, as well as a grounding for developing a modern theory of rhetoric and rhetorical criticism. Writing enhanced course.

COMM 314B. Rhetoric, Culture, & Identity. 1 Unit.
Rhetorical concepts will be applied to gaining a critical understanding of the role of language and symbols in the formation of cultures and identities. The course may be taught with varied emphases such as the role of rhetoric in the formation of regional, national, ethnic, gendered, visual, or online cultures and identities. Writing-intensive course.

COMM 316. Argumentation. 1 Unit.
A study of the theory and practices of practical argumentation in the personal, technical, and public spheres.

COMM 321V. Gender in Communication. 1 Unit.
This course focuses on Stetson's Human Diversity Value. A study of the relationship between gender and communication theory and practice.

COMM 325. Organizational Communication. 1 Unit.
A study of the theory and practice of internal and external organizational communication.

COMM 327V. Health Communication. 1 Unit.
This course focuses on Stetson's Health and Wellness Value. This course provides an introduction to the field of health communication, including origins and development, and an overview of several areas of the field such as information technologies in health communication, social support, the social construction of health, illness & health narratives, client-provider communication, and communication in health-care organizations. Concerned with issues in the theory and practice of health communication, this seminar is a study of communication roles in health, including the relationship between health communication and well-being. Service-learning in the community is integrated into the design of the class.

COMM 328B. Food, Communication and Culture. 1 Unit.
This course specifically addresses food as communication/communication as food in the areas of food discourse, social identities, social & cultural values, environmental issues, and relationships (interpersonal & organizational). We will consider and analyze the various relationships between communication and food and the influence on society.

COMM 333. Communication and Technology. 1 Unit.
This course examines the relationship between technology and human communication with the goal of understanding how technology changes not only how we communicate, but how we understand concepts such as human nature, community, relationships, value, and the future.
COMM 336V. Food & Nutrition in the Media. 1 Unit.
This course focuses on Stetson's Health and Wellness Value. Does the communication messages about food and nutrition portrayed in the media shape how we define and make choices for our health? Through critical analysis of the media and cultural performance (gender, race, class, sexuality, age), this seminar is designed to explore possible influences on our perceptions of food and nutrition and how, in turn, this may affect our well-being. This class will examine print/film/television and other media and communication forms as they pertain to these ideas. Junior Seminar.

COMM 337V. Environmental Communication. 1 Unit.
This course focuses on Stetson's Environmental Responsibility Value. This course will develop the ability to think critically about the way humans communicate about their varied relationships to the Earth. A sense of the history of environmental communication will be gained through analysis of texts by conservationists. An understanding of contemporary communication related to the Earth will be gained through analysis of the texts and contexts of environmental controversies, disasters, and policy debates. Junior Seminar.

COMM 338V. Rhetoric of the Anti-Apartheid Movement in South Africa. 1 Unit.
This course focuses on Stetson's Social Justice Value. A rhetorical study of the anti-apartheid movement in South Africa in the mid to late twentieth century. Students will investigate critically how issues of humanity, equality, and social justice were framed rhetorically in their historical and cultural context by anti-apartheid activists as well as those who sought to maintain apartheid. Students will also analyze retrospective media depictions of the movement. Junior Seminar.

COMM 339V. Rhetoric of War Films. 1 Unit.
This course focuses on Stetson's Social Justice Value. A rhetorical study of pro- and anti-war films to include examination of the social impact of artistic discourse. Students will critically investigate and analyze the theory and practice of film and rhetoric. Junior Seminar.

COMM 359V. Gender, Sexuality, and Reality in Media. 1 Unit.
This course focuses on Stetson's Human Diversity Value. A critical examination of media in American culture, including film, literature, and television, considering how it is constructed and what it communicates about sex, gender, and sexuality. Junior Seminar. Cross-listed with AMST 359V.

COMM 385. Independent Study. 0.5 or 1 Units.
Independent studies are intended to provide an opportunity for students with strong interest and initiative to pursue the study of a specific topic. They are arranged by mutual agreement between faculty member and student. Before agreeing to supervise an independent study, ordinarily a faculty member will ask the student to present a clear, written proposal for the work to be completed. Prerequisite: permission of instructor.

COMM 390. Special Topics in Communication Studies. 1 Unit.
May be repeated for credit. Intensive study of selected topics related to the Communication field.

COMM 391. Special Topics in Communication Studies (Applied). 1 Unit.
May be repeated for credit. Intensive study of selected topics related to the Communication field.

COMM 395. Teaching Apprenticeship. 0.5 Units.
A teaching apprenticeship provides an opportunity for a student with especially strong interest and ability in a given subject area to achieve an even deeper understanding by facilitating implementation of a course. Students may be involved in, but not limited to, class observations, goals and strategies discussions with the instructor, and some teaching responsibilities in and out of the classroom. The student also acts as a resource for students for reinforcement of key concepts. The apprenticeship is arranged by mutual agreement between the faculty member and the student. Such an experience is especially beneficial for students interested in oral communication, teaching and academia. Prerequisite: permission of instructor. May be repeated once.

COMM 397. Internship in Communication and Media Studies. 0.5 or 1 Units.
This course allows the student to complete an internship in an area related to communication or media. Depending on credit awarded, students will be required to work 70 or 140 hours at the internship site, present an evaluative daily journal, a paper and/or a portfolio, and a letter of evaluation from the field supervisor. Prerequisites: Permission of instructor, at least junior standing as a COMM major or minor. Enrollment in an internship course requires students to attend an orientation prior to beginning work at their internship site. For more information regarding internship orientations, please contact Career & Professional Development at career@stetson.edu or 386-822-7315.

COMM 411. Philosophy of Communication. 1 Unit.
A study of the philosophical underpinnings of rhetoric and communication, leading to the construction of communication theory. Designed for the student who has had previous experience in the study of communication. Writing enhanced course.

COMM 420. Health Communications Campaigns. 1 Unit.
This course focuses on campaigns to promote healthy behaviors and prevent disease and includes in-depth examination of health communication campaigns that promote behavior change using theories at the individual, interpersonal, small group, and community levels. It explores health behavior change theories, audiences, messages, channels of communication, and ethical dimensions of campaigns; additionally, it examines the design, implementation, and evaluation of health promotion and disease prevention programs. Prerequisites: COMM 327W and junior or senior standing.

COMM 444. History and Criticism of American Public Address. 1 Unit.
A study of prominent discourse in American political, social, and intellectual life as examined in historical, analytical, and critical contexts.
COMM 485. Independent Study. 0.5 or 1 Units.

COMM 490. Special Topics in Communication Studies. 1 Unit.

COMM 498. Senior Seminar. 1 Unit.
This course is both an introduction to Senior Thesis (COMM 499) and a seminar on a communication and media studies topic chosen by the professor. It includes completion and successful defense of a written senior research proposal and is required of all students in the major. Prerequisites: COMM 301, COMM 302, and at least one 200-level and one other 300- or 400-level COMM course.

COMM 499. Senior Project. 1 Unit.
In this research course, students execute the qualitative research project or rhetorical criticism project they proposed in COMM 498. Students will present the findings of their studies in an oral presentation and in a written report. This course should be taken in the senior year. Prerequisites: COMM 301, COMM 302, COMM 498, and at least one 200-level and one other 300- or 400-level COMM course.