

# LATINO MEDIA AND COMMUNICATION (MINOR)

The minor in Latino Media and Communication is comprised of six courses. The minor allows students within the college and from other colleges, who have a strong interest in focusing their interest in Latino Studies, to develop them within the communication field. Students opting to pursue a minor in Latino Media and Communication may not pursue a concentration in the same subject area.

## Minor Goals

The program educates students to think critically about all aspects of media and communication, with a particular focus on Latino media and Latino communities. Coursework will provide students with the applied skills necessary to create communication strategies which effectively reach the Latino segment of the population, based on an understanding of Latino cultures in the US and grounded in an understanding of its cultural, economic and sociological aspects.

## Learning Goals

Students who complete the minor will:

- Develop an understanding of the heterogeneous and rapidly changing Latino communities locally, nationally, and globally.
- Ground their knowledge of intercultural studies within a more extensive and concrete knowledge of a particular (even though diverse), rapidly growing, and increasingly important population within the US—Latino communities.
- Increase their cross-cultural competence (understanding and ability to dialogue across difference, develop cultural sensitivity and awareness) with Latino communities.
- Develop insights into the needs and motivations of Latino populations in the workplace, in community situations, and other sites of engagement, and develop communications tools and strategies to address those needs and motivations.
- Enhance their capacity to communicate with and learn from Latino populations in the workplace, in community situations, and other sites of engagement.
- Recognize the impact of the movement of Latinos across the globe and to develop the skills to critically consume and produce media, public relations, and advertisement representations that communicate to and about Latino communities.
- Both engage and demonstrate their interest in Latino Studies within and across diverse areas of knowledge production in the Communication field.

## Course Requirements

Course	Title	Quarter Hours
LST 202 or CMNS 335	CONSTRUCTING LATINO COMMUNITIES LATINX COMMUNICATION, ADVOCACY AND COMMUNITY BUILDING	4-4.5
Select five additional courses from:		20
CMN 394	MAKING THE MOST OF YOUR COMMUNICATION INTERNSHIP (for credit in this concentration, the internships must focus on Latino media and communication)	

CMN 395	COMMUNICATION INTERNSHIP SPECIAL TOPICS (for credit in this concentration, the internships must focus on Latino media and communication)
CMNS 308	TOPICS IN INTERCULTURAL COMMUNICATION
CMNS 335	LATINX COMMUNICATION, ADVOCACY AND COMMUNITY BUILDING
CSS 201	CRITICAL COMMUNITY ENGAGEMENT
CSS 390	SPECIAL TOPICS IN COMMUNITY SERVICE STUDIES <sup>1</sup>
JOUR 377	SPECIAL TOPICS IN JOURNALISM (Topic requires departmental approval)
LST 202	CONSTRUCTING LATINO COMMUNITIES
LST 300	SPECIAL TOPICS IN LATIN AMERICAN STUDIES
MPOP 350	TOPICS IN GLOBAL CINEMA (Topic requires departmental approval)
MPOP 353	TOPICS IN MEDIA STUDIES (Topic requires departmental approval)
MPOP 375	LATINO/A TELEVISION AND MEDIA
MPOP 376	LATIN AMERICAN CINEMA
MKT 340	MARKETING ACROSS CULTURES: A CULTURAL PERSPECTIVE ON MULTICULTURAL MARKETS
PRAD 362	ENGAGING LATINX COMMUNITIES
PRAD 393	SPECIAL TOPICS IN PUBLIC RELATIONS AND ADVERTISING
PSY 220	LATINX PSYCHOLOGY
SPN 198	STUDY ABROAD
SPN 298	STUDY ABROAD
SPN 393	LATINO MEDIA AND DIGITAL CULTURE LITERACY
SPN 398	STUDY ABROAD

<sup>1</sup> Cross-listed with LST 300 Transnational Communities: Puerto Rico/ ABD Fall Quarter.