

DEPAUL
UNIVERSITY



Course Catalog

College of Communication Undergraduate Studies

Winter/Spring 2010-2011

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General Information

College of Communication - Undergraduate Studies ▢ General Information

Admission

Candidates interested in admission to the College of Communication should direct all inquiries to the Office of Admission, DePaul University, 1 East Jackson Boulevard, Chicago, Illinois 60604. Telephone (312) 362-8300; e-mail admitdpu@depaul.edu

The Office of Admission will provide each candidate with the required forms and instructions for filing the application. A nonrefundable online application fee of \$25.00 is required of each applicant.

College of Communication - Undergraduate Studies ▢ General Information ▢ Catalog Version

Catalog Version

UNDERGRADUATE UPDATE: OCTOBER 15, 2010

Please use the menu items to the left for current catalog navigation. Access archived catalogs by choosing the link to the right.

Effective Summer 2010, changes were made to the liberal studies domain requirements allowing for more flexibility. Current students may also benefit from the less restrictive LSP domain requirements. Please consult your major field grid for your requirements.

Admission

College of Communication - Undergraduate Studies ▢ General Information ▢ College of Communication

College of Communication

Catalog Version

Communication is the art and science of creating and sharing meaning. In the College of Communication, you'll develop a deeper understanding of the complex and challenging communication practices and processes that characterize our rapidly changing world; you'll master the techniques for crafting and delivering messages across a variety of social contexts and platforms: face to face, print, audio, video, Web and other social media. You'll learn from exceptional teachers - from professors who have many years of experience in some of the biggest media markets in the nation, and from scholars publishing in some of the top national and international journals. You'll gain hands-on experience in our state-of-the-art facilities, through our award-winning radio station and newspaper, and through a wide range of internships and community projects.

The recent creation of a College of Communication at DePaul has set the stage for enhanced quality, substantially enriched curricular and programmatic offerings, joint programming with other schools and colleges within the university, expanded opportunities for our students to engage in workplace experiential learning; increased regional and national visibility; and significant additional growth in undergraduate programs, graduate programs, and overall enrollments.

In order to better accommodate the increasing complexity of the undergraduate curriculum, student demand for more degree options in specialized areas, the need to better blend theory and practice, and the changing contours of communication fields with the advent of new media technologies and globalization, the College of Communication faculty recently approved five new BA degree programs (available Fall 2008).

They are:

BA in Communication Studies

The Bachelor of Arts in Communication Studies merges what used to be two distinct areas of study within the Department of Communication: Relational, Group and Organizational Communication, and Culture and Communication. The BA in Communication Studies is designed to respond flexibly to students desire to complete coursework examining the dynamics of human communication in interpersonal, group and workplace contexts, or intercultural and multicultural communication in various social, political, and performative settings. The merger between these two areas is all the more natural when one considers that both offer advanced coursework that supports a five-year program leading up to the MA in Organizational and Multicultural Communication.

BA in Journalism

The BA in Journalism prepares students to work as journalism professionals and places the social responsibility of the press and social justice at the center of the curriculum. This distinguishes the Journalism program both regionally and nationally. Part of the undergraduate journalism curriculum requires students to gather news and report on Chicago residents who might not always have a voice in our mainstream media. This type of community based work is evident in courses such as Community Journalism, Investigative Reporting and Online Journalism. The existing five year program in Journalism culminates in an MA in Journalism concentrating on social justice, social responsibility and ethics of the media. The resources (e.g., television studio and lab resources) available at the Communication and Media Center at the Loop campus now afford journalism students the opportunity to develop the technological expertise necessary to produce professional journalism and ensure that all students enter new multimedia and interactive environments prepared to work effectively.

BA in Media and Cinema Studies

The BA in Media and Cinema Studies strategically combines the faculty expertise, curricula and facilities of media areas in Communication, CTI (e.g., Digital Cinema) and other university units to provide students with the critical frameworks, creative opportunities and technological expertise to become socially responsible leaders in the growing and converging areas of multimedia. The major combines a rich course selection in several areas of study: film; radio, television, and new media. Coursework combines theory and critical analysis with production courses taught at both the Lincoln Park (e.g., radio) and Loop campuses (e.g., television/video or cinema). The BA in Media and Cinema Studies changes its name from Radio, TV, Film to better reflect its continued coverage of traditional media, and its growing curricular associations with the Digital Cinema Program. The Media and Cinema Studies major also houses the five-year BA/MA program leading up to the Master of Arts degree in Media, Culture and Society.

BA in Public Relations and Advertising

The BA in Public Relations and Advertising offers students a single flexible concentration, allowing for specialization in either public relations or advertising, or the pursuit of coursework in both. Classes in this program emphasize theory and practice, writing in both public relations and advertising, law and ethics, production, program development and implementation, critical perspectives, and special topics like contemporary trends, health public relations, and global messages.

BA in Communication and Media

The BA in Communication and Media offers students the opportunity to pursue an interdisciplinary, non-specialized program in communication and media. This generalist degree will provide flexibility for transfer students and others who have not determined their precise career trajectory, while affording them the fundamental communication and critical thinking skills needed to enter jobs across the public, private and non-profit sectors, or to continue their education in academic or professional post-graduate programs. This major will also serve the needs of those students who would like to complete a communication degree, by taking mostly evening courses.

Faculty

College of Communication - Undergraduate Studies ▢ Faculty

Faculty

JACQUELINE TAYLOR, Ph.D.,
Professor and Dean,
University of Texas, Austin

LUISELA ALVARAY, Ph.D.,
Assistant Professor,
University of California, Los Angeles

DANIEL AZZARO, M.B.A.,
Visiting Assistant Professor,
Fordham University

CRISTINA BENITEZ
Visiting Instructor
Furman University, M.A.,

PAUL BOOTH, Ph.D.,
Assistant Professor,
Rensselaer Polytechnic Institute

KEVIN BOZELKA
Visiting Assistant Professor
University of Texas, Austin

DAVID BRENDERS, Ph.D.,
Associate Professor,
Purdue University

CAROLYN BRONSTEIN, Ph.D.,
Associate Professor,
University of Wisconsin, Madison

LEAH BRYANT, Ph.D.,
Associate Professor,
University of Nebraska

SHU-CHUAN (KELLY) CHU, Ph.D.,
Assistant Professor,
University of Texas, Austin

TIM COLE, Ph.D.,
Associate Professor,
University of California, Santa Barbara

MIKE CONKLIN, M.A.,
Instructor,
Loyola University

MICHAEL DEANGELIS
Associate Professor,
University of Texas, Austin

BRUCE EVENSEN, Ph.D.,
Professor,
University of Wisconsin

DUSTY GOLTZ, Ph.D.,
Assistant Professor,
Arizona State University

STEPHANIE HOWELL, M.A.,
Instructor,
Southern Illinois University

SEAN HORAN, Ph.D.,
Assistant Professor,
West Virginia State

KELLY KESSLER, Ph.D.,
Assistant Professor,
University of Texas, Austin

MARLA KRAUSE, M.A.,
Instructor and DePaulia Advisor,
University of Chicago

LUCY XING LU, Ph.D.,
Professor,
University of Oregon

DANIEL MAKAGON, Ph.D.,
Associate Professor,
University of South Florida

DONALD MARTIN, Ph.D.,
Professor and Associate Dean,
University of Texas, Austin

THERESA MASTIN, Ph.D.,
Associate Professor,
Michigan State University

ALEXANDRA MURPHY, Ph.D.,
Associate Professor,
University of South Florida

JILL O'BRIEN, Ph.D.,
Associate Professor,
University of Illinois, Urbana

WILLONA OLISON, Ph.D.,
Assistant Professor,
Northwestern University

LISA PECOT-HEBERT, Ph.D.,
Assistant Professor,
University of Georgia

KIMBERLEE PEREZ, M.A.,
Instructor,
Arizona State University

ERIK PETERSON, M.A.,
Instructor,
Florida State University

MATT RAGAS, M.A.,
Instructor,
University of Florida

MICHAEL REILLEY, M.A.,
Instructor,

Northwestern University

MEHELI SEN, Ph.D.,
Assistant Professor,
New York University

SUCHITRA SHENOY, Ph.D.,
Assistant Professor,
Purdue University

BARBARA SPEICHER, Ph.D.,
Associate Professor,
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JC. BRUNO TEBOUL, Ph.D.,
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JESSICA TOMELL-PRESTO, Ph.D.,
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HAI TRAN, M.A.,
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SCOTT VYVERMAN, M.A.,
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Northeastern Illinois University

PATRICIA WHALEN, Ph.D.,
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Michigan State University

BARBARA WILLARD, Ph.D.,
Associate Professor,
University of Iowa

MICHAELA WINCHATZ, Ph.D.,
Assistant Professor,
University of Washington

DANIEL WINDELS, M.A.
Instructor,
University of Texas, Austin

KASEY WINDELS, Ph.D.,
Assistant Professor,
University of Texas, Austin

KAY YOON, Ph.D.,
Assistant Professor,
University of Illinois, Urbana

Bachelor of Arts Degree Requirements

College of Communication - Undergraduate Studies ▢ Bachelor of Arts Degree Requirements

Competence in Modern Language

Competence in Modern Language

Students who intend to graduate with a Bachelor of Arts degree in the College of Communication will be required to demonstrate competence in a modern language. Such competence may be demonstrated in one of several ways:

- completing the last course in a second year high school course work in a modern language or Latin
- completing the last course in the first-year college sequence of any language completing a college course beyond the first-year level in any language
- achieving a satisfactory score on any of the Modern Language placement examinations administered at DePaul
- achieving a satisfactory rating in a proficiency examination accepted by DePaul
- achieving a score of 3 or higher on the Advance Placement (AP) test for any language (must be completed during high school)
- achieving a score of 5 or higher in the Language B assessment from a Standard or Higher Level International Baccalaureate (IB) program
- achieving a satisfactory score on the CLEP examination. (Note that CLEP scores may be used only to meet the language requirement. Credit is not awarded in modern languages on the basis of CLEP scores).

Students with some modern language training should consult with the Modern Language Department about the course with which they should begin. Students with little or no previous work in the language will be required to complete the entire three-course introductory sequence.

College of Communication - Undergraduate Studies ▢ Bachelor of Arts Degree Requirements ▢ Liberal Studies Requirements

Liberal Studies Requirements

First Year Program	
Chicago Quarter	LSP 110 or LSP 111
Focal Point	LSP 112
Writing	WRD 103* and WRD 104*
Quantitative Reasoning & Technological Literacy	LSP 120 and LSP 121 (Note: See information below.)
Sophomore Year	
Multiculturalism in the US	LSP 200
Junior Year	
Experiential Learning	Required

Senior Year	
Capstone	Required*
Learning Domains	
Arts and Literature (AL)	2 Courses Required
Philosophical Inquiry (PI)	2 Courses Required
Scientific Inquiry (SI)	3 Courses Required (Note : One must be a Lab.)
Self, Society and the Modern World (SSMW)	2 Courses Required
Religious Dimensions (RD)	2 Courses Required
Understanding the Past (UP)	2 Courses Required
Note:	* Students must earn a C- or better in this course.

Note: Courses offered in the student's primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the JYEL requirement.

Quantitative Reasoning and Technological Literacy :

Readiness for LSP 120 is determined by the math placement test taken online after admission. Students may need to take developmental coursework prior to LSP 120. The LSP 120 requirement may be waived by credit already earned for advanced math coursework or by passing a dedicated proficiency exam. Students who complete both LSP 120 and LSP 121 take one less Learning Domain course. Students may not apply the course reduction to any Domain where only one course is required, and if taken within the SI Domain, the reduction cannot be applied to the SI Lab requirement.

Effective Summer 2010, changes were made to the liberal studies domain requirements allowing for more flexibility. Current students may also benefit from the less restrictive LSP domain requirements. Please note that the change is reflected in this liberal studies requirement grid.

College of Communication - Undergraduate Studies ▢ Bachelor of Arts Degree Requirements ▢ Major Requirements

Major Requirements

All majors in the College of Communication consist of a total of thirteen courses. All majors complete a three-course common core and a combination of ten program requirements and electives. All communication majors must complete a declaration of major form on Campus Connect.

College of Communication - Undergraduate Studies ▢ Bachelor of Arts Degree Requirements ▢ Unrestricted Electives

Unrestricted Electives

Students complete the Bachelors degree by taking an additional 56 quarter hours selected from any course offered by DePaul University. All communication majors must complete a declaration of major form on Campus Connect.

Minors

College of Communication - Undergraduate Studies ▫ Minors

Cinema Studies Minor

Cinema Studies Minor: Students must take MCS 273 Film/Video Analysis, three History/Criticism Courses and two Production courses from the following:

Three History/Criticism Courses from the following:

- MCS 207 (formerly CMN 207) History of Cinema I, 1890-1945
- MCS 208 (formerly CMN 208) History of Cinema II, 1945-1975
- MCS 209 (formerly CMN 209) History of Cinema III, 1975-present
- MCS 231 Introduction to Documentary Studies
- MCS 331 Topics in Documentary Studies
- MCS 348 (formerly CMN 348) Topics in Film Genre
- MCS 349 (formerly CMN 349) Topics in Film Studies
- MCS 350 Topics in Global Cinema
- MCS 383 Film Theory

Two Production courses from the following:

- DC 200 Media Literacies
- DC 201 Introduction to Screenwriting
- DC 210 Digital Cinema Production I
- DC 215 Digital Sound Design
- DC 220 Editing I
- DC 275 Cinematography and Lighting
- DC 310 Digital Cinema Production II
- DC 301 Advanced Screenwriting I
- DC 371 Documentary Production
- CMN 394 Advanced Communication Internship
- CMN 395 Communication Internship Special Topics

College of Communication - Undergraduate Studies ▫ Minors ▫ Communication and Media Minor

Communication and Media Minor

The Communication and Media Minor

A minor in Communication and Media consists of a total of 6 courses. Students may select from course offerings starting with the prefix CMNS, JOUR, MCS, and PRAD, as well as CMN 394 and CMN 395.

College of Communication - Undergraduate Studies ▫ Minors ▫ Communication Studies Minor

Communication Studies Minor

The Communication Studies Minor

A minor in Communication Studies consists of any 6 course offerings in Communication Studies. This includes all classes starting with the prefix CMNS, as well as CMN 394 and CMN 395.

College of Communication - Undergraduate Studies ▫ Minors ▫ Documentary Studies Minor

Documentary Studies Minor

Documentary Studies Minor: Students take a total of six courses. MCS 231 Introduction to Documentary Studies is required for all minors, as is either MCS 383 Audio Documentary or DC 371 Documentary Production. Four remaining classes must be taken from among the following:

MCS 373 (formerly CMN 373) - Audio Documentary

DC 371 - Documentary Production

MCS 331 Topics in Documentary

MCS 389 Topics in Media Production: Podcasting

JOUR 276 (formerly CMN 276) - Photojournalism

JOUR 377 (formerly CMN 377) - Topics in Journalism: Literary Journalism

ART 291 Art and Social Interaction: Documentary Video

ART 328 Documentary Photography

LST 300 Topics in Latin American Studies: Documentary in the Americas

MUS 208 Community Audio Art*

SOC 417 - Ethnographic Documentary Filmmaking

SOC 418 - Documentary Film in the Social Sciences

CMN 394 Advanced Communication Internship

Notes:

Classes only count toward Documentary Studies Minor if offered in the topic listed.

* Class available only to School of Music majors.

College of Communication - Undergraduate Studies ▫ Minors ▫ Intercultural Communication Minor

Intercultural Communication Minor

Intercultural Communication Minor

To complete the minor in Intercultural Communication, students must take:

CMNS 103/CMN 203, Intercultural Communication and either,
CMN(S) 220, Public Speaking OR
CMN(S) 230, Performance of Literature.

Students may complete a minor in Intercultural Communication by taking four more courses from:

CMNS 205, Communication, Culture and Community
CMN 304, Multiculturalism in the US
CMN 305, Language and Society
CMNS 308, Topics in Communication and Culture
CMN(S)309, Global Communication
CMN(S)310, Discourse Analysis
CMN(S)321, Cultural and Symbolic Criticism
CMNS 330, Topics in Performance (Intercultural Topics)
CMNS 333, Cultural Ways of Speaking
CMNS 334, Urban Communication
CMNS 337, Asian-American Media Representations
CMNS 338, Asian Culture and Communication
CMN(S)361, Gender and Communication
CMN 394, Advanced Communication Internship

Rhetoric Minor

College of Communication - Undergraduate Studies ▫ Minors ▫ Journalism Minor

Journalism Minor

The Journalism Minor

A minor in Journalism consists of CMN/JOUR 275 Introduction to Journalism, JOUR 278 News Reporting (formerly Advanced Reporting, JOUR 378) and any four offerings in the Journalism curriculum. This includes either CMN 394, Advanced Communication Internship or CMN 395 Communication Internship Special Topics, if those internships are journalism-related.

College of Communication - Undergraduate Studies ▫ Minors ▫ Media and Cinema Studies Minor

Media and Cinema Studies Minor

Media and Cinema Studies Minor

Students must take CMN 102 (Formerly CMN 110) Introduction to Mass Communication, three History/Criticism and two Production electives.

Three History/Criticism Courses from the following:

- MCS 207 (formerly CMN 207) History of Cinema I, 1890-1945
- MCS 208 (formerly CMN 208) History of Cinema II, 1945-1975
- MCS 209 (formerly CMN 209) History of Cinema III, 1975-present
- MCS 271 (formerly CMN 271) Media and Cultural Studies
- MCS 273 Film/Video Analysis
- MCS 341 Topics in Radio Studies
- MCS 342 History of Broadcasting
- MCS 348 Topics in Film Genre

- MCS 349 Topics in Film Studies
- MCS 350 Topics in Global Cinema
- MCS 351 Topics in Television Studies
- MCS 352 Topics in New Media
- MCS 383 Film Theory
- MCS 231 Introduction to Documentary Studies
- MCS 331 Topics in Documentary Studies
- CMN 394 Advanced Communication Internship
- CMN 395 Communication Internship Special Topics
- CMNS 309 International/Global Communication
- CMNS 366 Communication, Technology, & Society

Two Production courses from the following:

- MCS 271 (formerly CMN 271) Media and Cultural Studies
- MCS 273 (formerly CMN 273) Film/Video Analysis
- MCS 339 (formerly CMN 339) Radio Broadcasting
- MCS 373 (formerly CMN 373) Audio Documentary
- MCS 386 (formerly CMN 386) Radio Production
- MCS 389 Topics in Media Production
- DC 201 Introduction to Screenwriting
- DC 210 Digital Cinema Production I
- DC 215 Digital Sound Design
- DC 220 Editing I
- DC 272 Writing for Television
- DC 275 Cinematography and Lighting
- DC 280 Storytelling with Machinima
- DC 271 Introduction to Television Production
- DC 310 Digital Cinema Production II
- DC 301 Advanced Screenwriting I
- DC 371 Documentary Production
- DC 372 Topics in TV Production
- JOUR 276 (formerly CMN 276) Photojournalism
- ANI 101 Animation
- ANI 105 Motion Design
- ART 328 Documentary Photography
- CMN 394 Advanced Communication Internship
- CMN 395 Communication Internship Special Topics

Addendum : Prior course credit for CMN 272 Concepts in Media Design; or CMN 347 Mass Media Criticism can still count as History/Criticism electives for any of the above-mentioned areas.

College of Communication - Undergraduate Studies □ Minors □ Radio, TV and New Media Minor

Radio, TV and New Media Minor

Radio, TV and New Media Minor

Students take either MCS 273 Film/Video Analysis or DC 200 Media Literacies, plus three History/Criticism Courses and two Production courses.

Three History/Criticism Courses from the following:

- MCS 231 Introduction to Documentary Studies
- MCS 271 (formerly CMN 271) Media and Cultural Studies
- MCS 331 Topics in Documentary Studies
- MCS 341 (formerly CMN 341) Topics in Radio Studies
- MCS 342 (formerly CMN 342) History of Broadcasting

- MCS 351 Topics in Television Studies
- MCS 352 Topics in New Media
- CMNS 309 (formerly CMN 309) International/Global Communication
- CMNS 366 (formerly CMN 366) Communication, Technology, & Society
- CMN 394 Advanced Communication Internship
- CMN 395 Communication Internship Special Topics

Two Production courses from the following:

- MCS 339 (formerly CMN 339) Radio Broadcasting
- MCS 373 (formerly CMN 373) Audio Documentary
- MCS 386 (formerly CMN 386) Radio Production
- MCS 389 Topics in Media Production
- DC 201 Introduction to Screenwriting
- DC 210 Digital Cinema Production I
- DC 215 Digital Sound Design
- DC 220 Editing I
- DC 272 Writing for Television
- DC 275 Cinematography and Lighting
- DC 280 Storytelling with Machinima
- DC 271 Introduction to Television Production
- DC 371 Documentary Production
- DC 372 Topics in TV Production
- JOUR 276 (formerly CMN 276) Photojournalism
- ANI 101 Animation
- ANI 105 Motion Design
- ART 328 Documentary Photography
- CMN 394 Advanced Internship
- CMN 395 Communication Internship Special Topics

College of Communication - Undergraduate Studies □ Minors □ Relational, Group and Organizational Communication

Relational, Group and Organizational Communication

Minor in Relational, Group and Organizational Communication

To complete the minor in Relational, Group and Organizational Communication, students must take:

CMNS 291 Research Methods
 CMNS 360 Communication Theory

Students may complete a minor in RGO Communication by taking four more courses from:

CMNS 211 Interpersonal Communication
 CMNS 212 Small Group Communication
 CMNS 251 Organizational Communication
 CMNS 311 Topics in Relational Communication
 CMNS 313 Nonverbal Communication
 CMNS 314 Family Communication
 CMNS 315 Health Communication
 CMNS 316 Communication and Group Decision-Making
 CMNS 317 Topics in Group Communication
 CMNS 318 Close Relationships
 CMNS 319 The Dark Side of Personal Relationships
 CMNS 320 Deceptive Communication
 CMNS 329 Persuasion
 CMNS 350 Socialization to Work

CMNS 352 Communication and Corporate Culture
CMNS 353 Communication and Organizational Change
CMNS 354 Interviewing
CMNS 358 Leadership and Team-Building
CMNS 356 Communication Consulting
CMNS 357 Topics in Organizational Communication
CMN 394 Advanced Communication Internship
CMN 395 Communication Internship Special Topics

College of Communication - Undergraduate Studies ▫ Minors ▫ Rhetoric Minor

Rhetoric Minor

Rhetoric Minor

To complete the minor in Rhetoric, students must take:

CMNS 103/CMN 203, Intercultural Communication and either
CMNS 220 Public Speaking OR
CMNS 230 Performance of Literature.

Students may complete a minor in Rhetoric by taking four more courses from:

CMNS 307 Topics in Political and Social Communication (Rhetoric Topics)
CMNS 308 Topics in Communication and Culture (Rhetoric Topics)
CMNS 310 Discourse Analysis
CMNS 321 Cultural and Symbolic Criticism
CMNS 322 Advanced Public Speaking
CMNS 323 Social Movements
CMNS 324 Culture of Consumption
CMNS 325 Environmental Communication Workshop
CMNS 326 Environmental Politics and Rhetoric
CMNS 329 Persuasion
CMNS 328 History of Rhetoric and Communication
CMNS 367 Performance for Social Change
CMN 394 Advanced Internship
CMN 395 Communication Internship Special Topics

Relational, Group and Organizational Communication

College of Communication - Undergraduate Studies ▫ Minors ▫ Latino Media and Communication

Latino Media and Communication

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.

The Curriculum.

One required core course. Students may choose from EITHER of the following to meet the core course requirement:

LST 202 Multiculturalism in the United States: The Construction of Latino Communities

An introductory course that highlights the experiences of the major Latino groups in the United States. It brings together insight from history, politics, sociology, anthropology, literature, film and art to explore the social and cultural experiences of the Latino communities. The course deals with issues of immigration, relationships to home countries, border cultures, identity, and strategies of employment.

CMNS 335 Latino Communication, Culture, & Community

Examines the relationships among Latino cultures, communication, institutions, and public and private life. Students explore the possibilities and problems of contemporary forms of community through service in Latino community organizations. The course also fulfills the junior year experiential learning requirement through community based service learning.

Any additional five courses from:

LST 202 Multiculturalism in the United States: The Construction of Latino Communities

An introductory course that highlights the experiences of the major Latino groups in the United States. It brings together insight from history, politics, sociology, anthropology, literature, film and art to explore the social and cultural experiences of the Latino communities. The course deals with issues of immigration, relationships to home countries, border cultures, identity, and strategies of employment.

CMNS 335 Latino Communication, Culture, & Community

Examines the relationships among Latino culture, communication, institutions, and public and private life. Students explore the possibilities and problems of contemporary forms of community through service in Latino community organizations. The course also fulfills the junior year experiential learning requirement through community based service learning.

CMNS 308 Topics in Cultural Discourse: Photography and Culture (cross-listed with MCS 353, Topics in Media Studies: Photography and Culture)

Examines some of the foundations of Latino culture in both Mexico City and Chicago through a two one-week immersion experiences in each city. Students create photographic projects while examining the history, cultural discourses, rituals, and other aspects of culture in the Latino communities in both countries. The immersion weeks each involve 5 day-long classes with lectures and field trips. This is an exchange program with Universidad Panamericana in

Mexico City.

JOUR 377 Journalism Topics (for designated Latino-focused topics)

This course allows students to sample a range of topical offerings in journalism that have included press law and ethics, arts and entertainment reporting, business and finance reporting, science and technology reporting, health and medicine reporting, tabloid journalism, war reporting, and reporting religion and moral issues. Topics for this concentration might include: Covering the Latino Community in Chicago, Covering the Immigration Debate, Latino Popular Culture (Prereq: JOUR 275).

LST 300 Topics in Latin American Studies: Documentary in the Americas This course explores the various forms and functions of documentary in Latin American countries and created by Latin American documentary filmmakers and videomakers.

MCS 350 Topics in Global Cinema: Latin American Cinemas

This course is designed as a critical study of global filmmakers and the issues surrounding cinema and its transnational circulation. The class will examine specific aspects of the growth and evolution of cinema and look at points of contact between different cultural discourses, national cinematic styles, genres, and reception. Artistic, social, political, and industrial issues will be examined to provide different models of cinematic creation and consumption. Lab for film viewing required.

MCS 375 Spanish-Language Television and Media

Drawing from Latin American and U.S. television studies, this course explores the political, industrial and cultural dynamics that shape televisual representations in Latin American television and/or Spanish language Television in the US. More specifically, Spanish-language television and media will be examined from interdisciplinary frameworks, which include the cultural analysis of televisual modes, national and international regulations of media production and distribution, histories of production, and ethnographies of viewing.

PRAD 361 Account Planning and Consumer Insights for Latino Markets

This course encompasses both the similarities and differences of Latino consumers in the U.S. and explores the differences among the unique Latino cultures, their media habits and the effectiveness of using various promotional tools to affect their consumer behavior. The account planner represents the voice of the consumer in the advertising process. This course will examine the role of account planning and its relationship within advertising agencies to creative development. Special emphasis will be placed on the qualitative and ethnographic research techniques used by planners, and the role that curiosity and empathy play in understanding different Latino consumer audiences to gain insight about these groups' motivations and behaviors. Prerequisite: PRAD 244.

PRAD 362 Latino Strategic Communication Campaigns

Focuses on how to effectively target messages to Latino populations in ways that move beyond stereotypic and simplistic models of Latino audiences. Emphasis on developing culturally relevant integrated campaigns that incorporate appreciation of the diversity of Latino audiences. Students learn creative strategies for dialoguing with Latino consumers, customers, stakeholders, and influencers to develop public relations and advertising messaging in both the commercial and non-profit sector. Distinctive characteristics of the Latino population are considered, along with the rich diversity of these communities. Consideration given to effective use of new media and strategic decisions about communicating in English versus Spanish. Prerequisite: PRAD 244 and PRAD 255.

PRAD 392 Special Topics in Advertising

This course allows students to sample a range of topical offerings in advertising that have included Media Planning, Advertising in the Digital Age, Ad Copywriting, Advanced Advertising Campaigns, Consumer Promotions, and Psychology of Advertising. Topics for this concentration might include: Media Planning for Latino Markets, Ad Copywriting for Latino Markets, The Advertising Industry in Latin America. Prerequisite: PRAD 244

PRAD 391 Special Topics in Public Relations

This course allows students to sample a range of topical offerings in public relations that have included International Communication and PR, Event Planning, and Study Abroad. In addition to these topics, new topics for this concentration might include Media Relations in Latin America, The Use of Social Media Among Latinos, Marketing PR Strategies for Latino

Markets, and other Latino relevant topics. Prerequisite: PRAD 244 or PRAD 255.

MKT 340 Marketing across Cultures Latin Markets

The course is designed to challenge students to think critically about culture and international marketing, with an emphasis and perspective on Latin America. The course is structured to examine cross-cultural and intercultural approaches that intertwine with the international business environment and the impact that both have on the marketing of goods and services.

MKT 341 Integrated Marketing Communication: Multicultural Markets

An overview of the principles of integrated marketing communications and how these are applied to the growing multicultural market in the US. The course will focus on the application of integrating marketing principles to this increasingly complex and fragmented market. The course includes an overview of the multicultural markets, media environment, and the tools available for designing integrated marketing communications programs, including promotions. The course structure will include statistical reports, case studies, exercises, experiences and guest lectures. Real-life cases will be studied in the class with students delivering a mini-advertising/IMC plan at the end of the course.

CMN 394 Advanced Communication Internship

Placement of students in business, industry, or not-for-profit major specific internships. Opportunities in advertising, public relations, journalism, radio and television, museums and philanthropic outreach organizations. Program open to communication majors and minors who meet eligibility requirements.

CMN 395 Communication Internship Special Topics

This course is for students who wish to receive academic credit for a second or third internship. Must be a Communication major or minor who has completed CMN 394 or ISP250 and meets eligibility requirements. Must be taken concurrently with an internship. Topics include building and managing a communication career, effective networking, and leadership development.

Special Programs

College of Communication - Undergraduate Studies ▢ Special Programs

Special Programs

Internship College

The department offers an internship program through which majors and minors can earn academic credit and gain practical experience in a professional setting. Students may be enrolled in CMN 294, Communication Internship, and/or CMN 394, Advanced Communication Internship, **only after** meeting college-established eligibility requirements. An individual student may participate in several internship experiences. A maximum of 16 quarter hours of internship and practicum credit can be applied to degree requirements. Communication majors may have two graded internships count toward completion of the major. CMN 294 may count as a communication elective and CMN 394 may count as a track elective when the internship is related to the track focus. Communication minors may have one graded internship count towards completion of the minor. Any one of these graded internships may also be used to fulfill the Junior Year Experiential Learning Requirement in the Liberal Studies Program. Subsequent hours of internship credit are taken on a pass/fail basis and fulfill unrestricted electives.

RADIO

The College manages WRDP, the campus radio station. Students may earn up to eight credit hours (four in the major) for radio production by enrolling with instructors permission in CMN 393, Communication Practicum.

The DePaulia

The DePaulia is the university's student-run newspaper, which is integrated into the Communication curriculum. Published weekly since 1922, the newspaper covers news, sports, features, and community-related events. Editors on the newspaper are eligible for four hours of credit under CMN, 393, Communication Practicum.

Public Debate

The College of Communication hosts public forums and provides students interested in debate the opportunity to create and lead debates on current issues in the news and at DePaul. Up to four credits can be earned for consistent participation in the public debate program, in CMN 393, Communication Practicum.

Public Relations Student Society of America (PRSSA)

PRSSA is a student-run organization for those interested in a career in public relations. The DePaul chapter organizes a variety of activities throughout the academic year including visits to Chicago public relations agencies, career fairs, and speaker events featuring industry professionals.

American Advertising Federation (AAF)

AAF is a student-run organization for those interested in a career in advertising. The DePaul chapter sponsors campus speakers, career information sessions, and visits to Chicago marketing communication firms. Student members are eligible to apply for AAF-sponsored internships, national career seminars, and student competitions.

DePaul Communication Organization (DCO)

Students who are interested in the field of Communication may join DCO, a student-run organization. DCO hosts a variety of activities, speaking events, and site visits throughout the year that allow students an opportunity to network with one another as well as professionals in the field. DCO is open to all DePaul students regardless of their major.

Degree Programs

College of Communication - Undergraduate Studies ▢ Degree Programs

Bachelor of Arts Degree in Professional Communication for Adults

Adult Degree Completion Program: Professional Communication Studies

Through the Bachelor of Arts in Professional Communication Studies, you will examine communication processes in organizational group and public settings and the relationship between effective communication and organizational structure. You will learn how to communicate for organizational change in multicultural settings. You will polish your writing and speaking skill as well as gain those skills needed to succeed in fields such as training and development, management, public relations, marketing and organizational communication, event planning, social networks and advertising.

Because this degree is for students age 24 or older who have an associate degree or an equivalent 66 hours of transferable credit, you will be learning with peers. You will gain experience working with, learning from and completing educational projects with other adults in a program specifically designed to meet your practical and academic needs. You will create a professional portfolio that you can use as you further your career.

Program Overview

Upon completion of this degree, Communication Studies students are expected to:

- Articulate the impact of language/discourse on attitudes, actions, and on identity formation.
- Understand and appreciate the complexities of human communication, and how these dynamics impact life in relationships, groups, organizational and intercultural settings.
- Be able to understand and critique the effectiveness of human communication in multiple contexts.
- Have the knowledge and skills to work effectively in relational, group and organizational settings.
- Have the capacity to exert influence and affect outcomes in relational, group and organizational settings.
- Understand the symbiotic relationship between communication and culture.

Course Requirements

Required courses:

- CMNS 329 Persuasion
- CMNS 353 Communication and Organizational Change
- CMNS 354 Interviewing
- CMNS 357 Topics in Organizational Communication
- DCM 311 Contemporary Negotiation

Choose two courses:

- PRAD 377 Marketing Public Relations
- CMNS 392 Independent Study
- DCM 324 Effective Group & Personal Dynamics

Methods Required course:

- DCM 309 Applied Research

Understanding Human Behavior

Required courses:

- PSY 347 Social Psychology

Students choose one:

- CMNS 313 Nonverbal Communication
- DCM 307 Analyzing Human Behavior

Students choose one:

- DCM 371 Work & the Modern Self
- DCM 304 Evolving Professional Ethics

Workplace & Analytical Skills

Required courses:

- DCM 310 Thinking Critically

Students choose one:

- CMNS 205 Communication, Culture and Community
- CMNS 394 Advanced Communication Internship
- PRAD 382 Nonprofit Public Relations

Adult Learning Seminars

Students will need to complete all of the following courses:

- DCM 313 Learning from Experience and Self-Assessment
- DCM 314 Learning and Transformation
- DCM 315 Exploring the Field
- DCM 330 Professional Business Writing
- DCM 317 Ethics in the Professions
- DCM 318 Social Justice Issues in the Disciplines
- DCM 319 Creativity & Innovative Thinking
- DCM 320 Professional Portfolio Development
- DCM 321 Capstone Planning
- DCM 322 Capstone Project/Portfolio Review

Program Electives:

Students choose 4 taken from Liberal Studies approved courses and/or the Applied Behavioral Sciences and/or Leadership Studies degrees

Course Descriptions

All course descriptions are currently included in the undergraduate College of Communication catalogue, undergraduate catalogue of The School for New Learning and the undergraduate catalogue of The College of Liberal Arts and Sciences.

Bachelor of Arts in Communication (Communication Major Declared Pre-Fall 2008)

College of Communication - Undergraduate Studies ▫ Degree Programs ▫ Bachelor of Arts in Communication (Communication Major Declared Pre-Fall 2008)

Liberal Studies Requirements

Core Requirements

Liberal Studies Requirements

First Year Program	
Chicago Quarter	LSP 110 or LSP 111
Focal Point	LSP 112
Writing	WRD 103 and WRD 104
Quantitative Reasoning & Technological Literacy	LSP 120 and LSP 121 (Note: This proficiency can be met through exams at QRC .)
Sophomore Year	
Multiculturalism in the US	LSP 200
Junior Year	
Experiential Learning	Required
Senior Year	
Capstone	Required
Learning Domains	
Arts and Literature (AL)	2 Courses Required
Philosophical Inquiry (PI)	2 Courses Required
Scientific Inquiry (SI)	3 Courses Required (Note : One must be Lab)
Self, Society and the Modern World (SSMW)	2 Courses Required
Religious Dimensions (RD)	2 Courses Required
Understanding the Past (UP)	2 Courses Required

Note: Courses offered in the student's primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the JYEL requirement.

Quantitative Reasoning and Technological Literacy: All Communication students must complete the placement exam for Quantitative Reasoning and Technological Literacy. Students must complete the one course into which they place (LSP 120 or LSP 121). Students who complete both LSP 120 and LSP 121 take one less Domain course. Students may not apply the course reduction to any Domain where only one course is required, and if taken within the SI Domain, the reduction cannot be applied to the SI Lab requirement.

Effective Summer 2010, changes were made to the liberal studies domain requirements allowing for more flexibility. Current students may also benefit from the less restrictive LSP domain requirements. Please note that the change is reflected in this liberal studies requirement grid.

Core Requirements

COMMUNICATION MAJOR

The major consists of a three-course core, seven or eight courses in the track area, and two or three electives in Communication. All communication majors must complete a declaration of major form on Campus Connect.

Common Core

Three core courses are required in Communication: CMN 101, Introduction to Human Communication; CMN 102, Introduction to Mass Communication (formerly CMN 110); and 103, Intercultural Communication (formerly CMN 203). Students are encouraged to complete all three prior to taking additional coursework in the major.

Unrestricted Electives

Students complete the Bachelors degree by taking an additional 56 quarter hours selected from any course offered by DePaul University.

Track Requirements

I. Communication and Culture

The three common core courses are required plus one track requirement: Either CMN(S) 220, Public Speaking, or CMN(S) 230, Performance of Literature. Students select six additional courses from CMN 202, Introduction to Linguistics; CMN(S) 205, Communication, Culture, & Community; CMN(S) 221, Christian Preaching as Communication; CMN 302, Grammar and Usage; CMN 304, Multicultural CMN in the USA; CMN 305, Language and Society; CMNS 306, Topics in Presentation; CMN(S) 307, Topics in Political and Social Discourse; CMN(S) 308, Topics in Cultural Discourse; CMN(S) 309, Global Communication; CMN(S) 310, Discourse Analysis; CMN(S) 321 Cultural and Symbolic Criticism; CMN(S) 322 Advanced Public Speaking; CMN(S) 323, Social Movements; CMNS 325, Environmental Communication Workshop; CMN(S) 324, Culture of Consumption; CMNS 326, Environmental Politics and Rhetoric; CMN 327, Argumentation; CMN(S) 328, History of Rhetoric and Communication; CMN(S) 329, Persuasion; CMNS 331, Communication Fieldwork; CMN(S) 330, Topics in Performance; CMNS 332, Topics in Communication Methodology; CMNS 333, Cultural Ways of Speaking; CMNS 334, Urban Communication; CMNS 337, Asian-American Media Representations; CMNS 338, Asian Cultural and Communication; CMN(S) 361, Gender and Communication; CMN(S) 366, Communication, Technology, & Society; CMN(S) 367, Performance for Social Change; CMNS 393 Communication Practicum; CMN 394, Advanced Communication Internship (when placement relates to the track). Also students take three electives from other Communication offerings.

II. Journalism

The three common core courses are required plus one track requirement: CMN/JOUR 275, Introduction to Journalism. Students select six additional courses from CMN/JOUR 240, Broadcast Journalism; CMN/JOUR 245, Editing; CMN/JOUR 276, Photojournalism; CMN/JOUR 279, Feature Writing; CMN(S) 309, Global Communication; JOUR 330, Writing for Broadcast; CMN/PRAD 334, Ethics in Public Relations and Advertising; CMN/JOUR 343, Journalism and the American Experience; JOUR 350, Radio News; JOUR 361, The Press, The Law, and Democracy; CMN/JOUR 362, The Press & the Presidency; CMN/JOUR 363, On-line Journalism; CMN/JOUR 364, Investigative Journalism; CMN/JOUR 365, Television News; JOUR 366, Magazine Reporting; JOUR 367, International Reporting; JOUR 368, Sports Reporting; CMN/JOUR 374, Community Journalism; CMN/JOUR 377, Topics in Journalism; CMN/JOUR 378, Advanced Reporting; JOUR 383, Online Journalism II; JOUR 385, Television News II; CMN/JOUR 393, Communication Practicum; and CMN 394, Advanced Communication Internship (when placement relates to the track). Also students take three electives from other Communication offerings.

III. Public Relations and Advertising (formerly Public Communication)

The three common core courses are required plus five track requirements: 1. Either CMN/PRAD 244, Principles of Advertising or CMN/PRAD 255, Public Relations; 2. CMN/PRAD 256, Writing for Public Communication; 3. CMN(S) 291, Research Methods; 4. either CMN/PRAD 334, Ethics in Public Relations and Advertising or CMN/PRAD 335, Advertising and Society, and 5. PRAD 336, Advertising Campaigns; or CMN/PRAD 337, Public Relations Campaigns or PRAD 339, Integrated Communication Campaigns. Students select three additional courses from CMN/PRAD 244, Principles of Advertising; CMN(S) 251, Organizational Communication; CMN/PRAD 255, Public Relations; CMN 304, Multicultural Communication in the USA; CMN(S) 309, Global Communication; CMN(S) 329,

Persuasion; CMN/PRAD 334, Ethics in Public Relations and Advertising; CMN/PRAD 335, Advertising and Society; PRAD 336, Advertising Campaigns; CMN/PRAD 337, Public Relations Campaigns; CMN/PRAD 338, Health and Public Relations; PRAD 339, Integrated Communication Campaigns; CMN(S) 352, Communication and Corporate Culture; CMN/PRAD 375, Communication Law; PRAD 376, Crisis Communication; PRAD 377, Marketing Public Relations; PRAD 378, Creativity in Advertising; PRAD 379, Advertising Media Planning; PRAD 380, Government and Political Communication; PRAD 381, Advertising and Children; PRAD 382, Nonprofit Public Relations; CMN/PRAD 391, Special Topics in Public Relations; PRAD 392, Special Topics in Advertising; PRAD 393, Special Topics in Advertising and Public Relations; PRAD 395, Special Topics in Public Relations and Advertising Practicum; and CMN 394, Advanced Communication Internship (when placement relates to the track). Also students take two electives from other Communication offerings. Students must have an overall GPA of 3.0 or higher to begin this track.

IV. Radio, Television, and Film

The three common core courses are required plus one track requirement: CMN 271, Introduction to Radio, TV, and Film or MCS 271, Media and Cultural Studies. Students select six additional courses. Two in History, choose from CMN 206, Introduction to Film History; CMN/MCS 207, History of Cinema I, 1890-1945; CMN/MCS 208, History of Cinema II, 1945-1975; CMN/MCS 209, History of Cinema III, 1975-Present; CMN(S) 309, Global Communication; CMN/MCS 342, History of Broadcasting; CMN/MCS 349, Topics in Film/TV History; CMN 294, Communication Internship and CMN 394, Advanced Communication Internship (when placement relates to the track). Two in Criticism, choose from MCS 231, Introduction to Documentary Studies; CMN 272, Concepts in Media Design; CMN 273, Film/Video Aesthetics I or MCS 273, Film/Video Analysis; MCS 331, Topics in Documentary Studies; CMNS 337, Asian-American Media Representations; CMN 347, Mass Media Criticism; CMN/MCS 348, Topics in Film Genres; MCS 350, Topics in Global Cinema; MCS 351, Topics in Television Studies; MCS 352, Topics in New Media; MCS 383, Film Theory; CMN 387, Film/Video Aesthetics II; and CMN 394, Advanced Communication Internship (when placement relates to the track). Two in Production, choose from ANI 101, Animation; ANI 105, Motion Design; DC 200, Media Literacies; DC 201, Introduction to Screenwriting; DC 210, Digital Cinema Production I; DC 215, Digital Sound Design; DC 220, Editing I; DC 271, Introduction to Television Production; DC 272, Writing for Television; CMN 274, Screenwriting or DC 201, Introduction to Screenwriting; DC 275, Cinematography and Lighting; DC 280, Storytelling with Machinima; DC 301, Advanced Screenwriting I; DC 310, Digital Cinema Production II; ART 328, Documentary Photography; CMN 339, Radio Production I or MCS 386, Radio Production; CMN/MCS 341, Topics in Radio Studies; CMN 371, Film/Video Production I; DC 371, Documentary Production; CMN 372, Film/Video Production II; DC 372, Topics in TV Production; CMN/MCS 373, Documentary Production; CMN 386, Radio Production II; MCS 389, Topics in Media Production; MCS 393, Communication Practicum; CMN 294, Communication Internship and CMN 394, Advanced Communication Internship (when placement relates to the track). Also students take three electives from other Communication offerings.

V. Relational, Group, and Organizational Communication

The three common core courses are required plus one track requirements: CMN(S) 291, Research Methods, or CMNS 331, Communication Fieldwork. Students select six additional courses: CMN(S) 211, Interpersonal Communication; CMN(S) 212, Small Group Communication; CMN(S) 221, Christian Preaching as Communication; CMN(S) 251, Organizational Communication; CMNS 306, Topics in Presentation; CMN(S) 311, Topics in Relational Communication; CMN(S) 313, Nonverbal Communication; CMN(S) 314, Family Communication; CMN(S) 315, Health Communication; CMNS 316, Communication and Group Decision Making; CMNS 317, Topics in Group Communication; CMN(S) 318, Close Relationships; CMN(S) 319, Relational Problems; CMNS 320, Deceptive Communication; CMN(S) 329, Persuasion; CMNS 332, Topics in Communication Methodology; CMN(S) 350, Communication and Socialization to Work; CMN(S) 352, Communication and Corporate Culture; CMN(S) 353, Communication and Organizational Change; CMN(S) 354, Interviewing; CMNS 356, Communication Consulting; CMN(S) 357, Special Topics in Organizational Communication; CMN(S) 358, Leadership and Team Building; CMN(S) 360, Relational, Group, and Organizational Theory; CMN(S) 361, Gender and Communication; CMNS 393, Communication Practicum; and CMN(S) 394, Advanced Communication Internship (when placement relates to the track). Also students take three electives from other Communication offerings.

Bachelor of Arts in Communication Studies

College of Communication - Undergraduate Studies ▫ Degree Programs ▫ Bachelor of Arts in Communication Studies

Liberal Studies Requirements

Core Requirements

College of Communication - Undergraduate Studies ▫ Degree Programs ▫ Bachelor of Arts in Communication Studies ▫ Liberal Studies Requirements

Liberal Studies Requirements

First Year Program	
Chicago Quarter	LSP 110 or LSP 111
Focal Point	LSP 112
Writing	WRD 103 and WRD 104
Quantitative Reasoning & Technological Literacy	LSP 120 and LSP 121 (Note: This proficiency can be met through exams at QRC .)
Sophomore Year	
Multiculturalism in the US	LSP 200
Junior Year	
Experiential Learning	Required
Senior Year	
Capstone	Required
Learning Domains	
Arts and Literature (AL)	2 Courses Required
Philosophical Inquiry (PI)	2 Courses Required
Scientific Inquiry (SI)	3 Courses Required (Note : One must be Lab)
Self, Society and the Modern World (SSMW)	2 Courses Required
Religious Dimensions (RD)	2 Courses Required
Understanding the Past (UP)	2 Courses Required

Note: Courses offered in the student's primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the JYEL requirement.

Quantitative Reasoning and Technological Literacy : All Communication students must complete the placement exam for Quantitative Reasoning and Technological Literacy.

Students must complete the one course into which they place (LSP 120 or LSP 121). Students who complete both LSP 120 and LSP 121 take one less Domain course. Students may not apply the course reduction to any Domain where only one course is required, and if taken within the SI Domain, the reduction cannot be applied to the SI Lab requirement.

Effective Summer 2010, changes were made to the liberal studies domain requirements allowing for more flexibility. Current students may also benefit from the less restrictive LSP domain requirements. Please note that the change is reflected in this liberal studies requirement grid.

College of Communication - Undergraduate Studies □ Degree Programs □ Bachelor of Arts in Communication Studies □ Core Requirements

Core Requirements

The Bachelor of Arts in Communication Studies

The College of Communication offers a variety of courses leading to a Bachelor of Arts degree in Communication Studies. The program explores effective and participatory communication in interpersonal, small group, public, organizational, intercultural, rhetorical and performative contexts. Through a blend of theory and practice, students are encouraged to think, speak, and write clearly; to develop confidence and ability as ethical communicators; to view communication events from multiple perspectives; to understand the multicultural character of communication in contemporary society; to analyze and evaluate variables operating in verbal transactions; to probe the basic problems of human communication in order to understand self, others, and events; and to recognize the connections between communication studies and other disciplines.

Students whose professional goals are in the public, private, or non-profit sectors, such as government, training and human resources, and social and human services are well served by relational, group, and organizational communication, as well as courses in communication and culture, performance studies, and rhetoric. In addition, the B.A. in Communication Studies prepares students who want to continue their education, to excel in academic or professional graduate programs.

The Communication Studies Full-Time Faculty

JACQUELINE TAYLOR, Ph.D.,
Professor and Dean
University of Texas, Austin

DAVID BRENDERS, Ph.D.,
Associate Professor
Purdue University

LEAH BRYANT, Ph.D.,
Associate Professor
University of Nebraska

TIM COLE, Ph.D.,
Associate Professor
University of California, Santa Barbara

DUSTIN GOLTZ, Ph.D.,
Assistant Professor
Arizona State University

STEPHANIE HOWELL, M.A.,
Instructor

Southern Illinois University

SEAN HORAN, M.A.,
Instructor,
West Virginia State University

LUCY XING LU, Ph.D.,
Professor
University of Oregon

DANIEL MAKAGON, Ph.D.,
Associate Professor
University of South Florida

DONALD MARTIN, Ph.D.,
Professor & Associate Dean
University of Texas, Austin

ALEXANDRA MURPHY, Ph.D.,
Associate Professor
University of South Florida

JILL OBRIEN, Ph.D.,
Associate Professor,
University of Illinois, Urbana

WILLONA OLISON, Ph.D.,
Assistant Professor
Northwestern University

KIMBERLEE PEREZ, M.A.,
Instructor,
Arizona State University

SUCHITRA SHENOY, M.A.,
Instructor
Purdue University

BARBARA SPEICHER, Ph.D.,
Associate Professor
Northwestern University

JC. BRUNO TEBOUL, Ph.D.,
Professor and Associate Dean
Ohio State University

JESSICA TOMELL-PRESTO, Ph.D.,
Visiting Assistant Professor
Southern Illinois University

BARBARA WILLARD, Ph.D.,
Associate Professor
University of Iowa

MICHAELA WINCHATZ, Ph.D.,
Assistant Professor
University of Washington

KAY YOON, Ph.D.,
Assistant Professor
University of Illinois, Urbana

ELIZABETH ZOUFAL, M.A.
Instructor - Debate Coach
University of Illinois, Urbana

The Communication Studies Major

Communication Studies majors must complete the three core courses required of all College of Communication students. In addition, they must take seven classes from among the Communication Studies course offerings. One of these must be a methods course, another must be a presentation course, and of the seven, five must be 300-level courses.

Communication Studies majors must also take any three electives within the College of Communication. All Communication Studies majors must complete a total of 13 classes, or 52 credit hours.

Common Core

Three core courses are required of all College of Communication students:

- CMN 101, Introduction to Human Communication
- CMN 102 (formerly CMN 110), Introduction to Mass Communication
- CMN 103 (formerly CMN 203), Intercultural Communication.

Students are encouraged to complete all three prior to taking additional coursework in the major.

Methods Requirement

All Communication Studies majors are required to take one communication methods course. Students may choose from the following selection of methods classes:

- CMNS 291 (formerly CMN 291), Research Methods
- CMNS 331, Communication Fieldwork
- CMNS 310 (formerly CMN 310), Discourse Analysis
- CMNS 321 (formerly CMN 321), Cultural and Symbolic Criticism
- CMNS 332, Topics in Communication Methodology

Presentation Requirement

All Communication Studies majors must take one presentation skills course from the following selection of classes:

- CMNS 201 Business and Professional Communication
- CMNS 220 (formerly CMN 220), Public Speaking
- CMNS 230 (formerly CMN 230), Performance of Literature
- CMNS 322 (formerly CMN 322), Advanced Public Speaking (prerequisite CMNS 220, or permission)
- CMNS 330 (formerly CMN 330), Topics in Performance
- CMNS 354 (formerly CMN 354), Interviewing
- CMNS 306 Topics in Presentation

Electives in Communication Studies

Communication Studies majors must take an additional five courses from the list of offerings below.

- CMNS 201 Business and Professional Communication
- CMNS 205 (formerly CMN 205), Communication, Culture and Community
- CMNS 211 (formerly CMN 211), Interpersonal Communication
- CMNS 212 (formerly CMN 212), Small Group Communication
- CMNS 220 (formerly CMN 220), Public Speaking
- CMNS 230 (formerly CMN 230), Performance of Literature
- CMNS 251 (formerly CMN 251), Organizational Communication
- CMNS 291 (formerly CMN 291), Research Methods
- CMNS 306 Topics in Presentation
- CMNS 307 (formerly CMN 307), Topics in Political and Social Communication
- CMNS 308 (formerly CMN 308), Topics in Intercultural Communication

- CMNS 309 (formerly CMN 309), Global Communication
- CMNS 310 (formerly CMN 310), Discourse Analysis
- CMNS 311 (formerly CMN 311), Topics in Relational Communication
- CMNS 313 (formerly CMN 313), Nonverbal Communication
- CMNS 314 (formerly CMN 314), Family Communication
- CMNS 315 (formerly CMN 315), Health Communication
- CMNS 316 Communication and Group Decision-Making
- CMNS 317 Topics in Group Communication
- CMNS 318 (formerly CMN 318), Close Relationships
- CMNS 319 (formerly CMN 319), The Dark Side of Personal Relationships
- CMNS 320 Deceptive Communication
- CMNS 321 (formerly CMN 321), Cultural and Symbolic Criticism
- CMNS 322 (formerly CMN 322), Advanced Public Speaking
- CMNS 323 (formerly CMN 323), Social Movements
- CMNS 324 (formerly CMN 324), Culture of Consumption
- CMNS 325 Environmental Communication Workshop
- CMNS 326 Environmental Politics and Rhetoric
- CMNS 328 (formerly CMN 328), History of Rhetoric and Communication
- CMNS 329 (formerly CMN 329), Persuasion
- CMNS 330 (formerly CMN 330), Topics in Performance
- CMNS 331 Communication Fieldwork
- CMNS 332 Topics in Communication Methodology
- CMNS 333 Cultural Ways of Speaking
- CMNS 334 Urban Communication
- CMNS 335 Latino Communication, Culture, & Community
- CMNS 337 Asian-American Media Representations
- CMNS 338 Asian Culture and Communication
- CMNS 350 (formerly CMN 350), Communication and Socialization to Work
- CMNS 352 (formerly CMN 352), Communication and Corporate Culture
- CMNS 353 (formerly CMN 353), Communication and Organizational Change
- CMNS 354 (formerly CMN 354), Interviewing
- CMNS 356, Communication Consulting
- CMNS 357 (formerly CMN 357), Topics in Organizational Communication
- CMNS 358 (formerly CMN 358), Leadership and Team Building
- CMNS 360 (formerly CMN 360), Relational, group and Organizational Theory
- CMNS 361 (formerly CMN 361), Gender and Communication
- CMNS 366 (formerly CMN 366), Communication, Technology, & Society
- CMNS 367 (formerly CMN 367), Performance for Social Change
- CMNS 393 (formerly CMN 393), Communication Practicum
- CMNS 395 Debate Practicum
- CMN 394 Advanced Communication Internship
- CMN 395 Communication Internship Special Topics

College of Communication Electives

Students majoring in Communication Studies may take as many as three electives from any College of Communication offerings.

Internship Credit

Students in the major may take CMN 394, Advanced Communication Internship or CMN 395, Communication Internship Special Topics (when placement relates to the major) for credit. In order to take CMN 394, students must have completed the three communication core courses (CMN 101, CMN 102, CMN 103), two courses in the chosen major and have fulfilled internship program eligibility requirements.

Latino Media and Communication Concentration

Students interested in pursuing a concentration in Latino Media and Communication may refer here for information about concentration requirements.

Unrestricted Electives

Students complete the bachelors degree in Communication Studies by taking an additional 56

quarter hours selected from any courses offered by DePaul University.

Course Descriptions

CMN 101 Introduction to Human Communication

This core course is required of all majors in the College of Communication. The class provides an introduction to the field of relational, group, and organizational communication. Students become acquainted with the basic terms, concepts and theoretical perspectives used to examine communication in dyadic, group, and organizational contexts.

CMN 102 Introduction to Media Communication (formerly CMN 110)

This course offers students a broad overview of the mass media (print, film, video, recorded music, radio, television and the internet) with a particular focus on how these media impact our everyday lives. Students will develop critical frameworks for understanding how power operates across the media spheres of production, circulation, representation and reception. Attention is placed on how the social categories of race, class, gender, sexuality, ethnicity, age and nationality inform each of these media spheres. The course also considers how recent developments in digital technologies, media convergence and globalization have transformed our media culture.

CMN 103 Intercultural Communication (formerly CMN 203)

This course is required is required for all majors in the College of Communication. The class explores issues pertaining to communication and culture. Here, we consider the important role of context (social/political, historical, and interpersonal) in cultural interactions. Specifically, we examine the complex relationship between culture and communication from three conceptual perspectives: the social/psychological, the interpretive, and the critical.

CMNS 201 Business and Professional Communication

Employers demand strong communication and presentation skills. In order to compete effectively in the job market, students need to acquire and practice the written and oral communication skills needed to interview successfully. Furthermore, as a professional you will not only be expected to be a confident speaker, but also to organize and prepare clear, concise and interesting presentations. You will also need to communicate effectively while working as the member of a team or in other group contexts. In developing the knowledge, competencies and skills needed to communicate effectively in these and other contexts, this course will embrace opportunities for both critical thinking and applied problem solving.

CMNS 205, Communication, Culture, and Community

Examines the relationships among culture, communication, institutions, and public and private life. Students explore the possibilities and problems of contemporary forms of community through service in community organizations. The course also fulfills the junior year experiential learning requirement through community based service learning.

CMNS 211, Interpersonal Communication

An introduction to the factors that shape communication between two people. Topics include self-concept formation, perception, message formation, verbal and nonverbal communication, active listening, and defensiveness.

CMNS 212, Small Group Communication

A survey of the variables operating in group interactions. Combines principles with practice through participation in small group experiences. Topics include group formation, group formats, organizational approaches, decision-making models, group observation and evaluation.

CMNS 220, Public Speaking

Introduction to the skills required in a variety of public speaking settings. Includes units on delivery, language, defining speech purposes and content, finding supporting material, organization, and audience analysis. Students will be required to present speeches. Background in basic writing and library skills is necessary.

CMNS 230, Performance of Literature

Introduction to the communication of literature through oral interpretation. Involves critical analyses of selected literary works and preparation for and delivery of short performances.

CMNS 251, Organizational Communication

This course focuses on the role of communication in organizational life. Attention will be devoted to exploring how communication simultaneously shapes and is shaped by organizations. Topics include conflict and mediation, stress and social support, the supervisor-subordinate relationships, workplace diversity, organizational consultation and new communication technologies in organizations.

CMNS 291, Research Methods

This course is an introduction to the study of communication through the observation and analysis of empirical (i.e. aspects of the observable world) data. It will stress how to form appropriate questions from the theories (or hunches, dreams etc.) and rigorously test these propositions (quantitatively and qualitatively) to see how well they correspond to the world outside ourselves. An added benefit of the course will be to show how to be a more informed judge of the claims of others. The format of the course is lecture/discussion.

CMNS 306, Topics in Presentation

Courses offer advanced analysis of presentational forms. Students will enact presentational theories in relational, small group, or public communication contexts.

CMNS 307, Topics in Social and Political Discourse

Examines intensively one or more issues in the Culture and Communication Track. The topics differ each term focusing on a particular area of discourse such as environmental communication, political communication, and sexuality and communication.

CMNS 308, Topics in Intercultural Communication

Examination of the application of linguistic and rhetorical theories to various specializations in cultural discourse. The course focuses each term on one particular area such as semiotics, language acquisition, or language and power.

CMNS 309, International/Global Communication

Focuses on the world of international/global news flow and media systems in a comparative manner. Emphasizes changes that have followed the modernization of the media, the impact of globalization on individual countries, attempts to preserve the cultural character of domestic media content in the face of increased amounts of imported products, and the effects of new communication technologies, particularly the Internet.

CMNS 310, Discourse Analysis

An analytical examination of the ways in which people locate meaning cooperate, coordinate, and find coherency in conversations and in other forms of discourse, both spoken and written. The class will analyze and disclose meanings hidden in public discourse.

CMNS 311, Topics in Interpersonal/Relational Communication

Explores specialized topic within the field of interpersonal communication. Past topics have included: emotions & communication, gender & its relation to interaction, the "social construction" of interpersonal realities, etc.

CMNS 313, Nonverbal Communication

This course surveys various conceptual areas generally subsumed under the broad rubric of nonverbal communication. Topics include: physical appearances, gestures, face and eye behavior, vocalics, proxemics, touch, time, environmental contexts as well as application of nonverbal behaviors to specific interpersonal communication contexts.

CMNS 314, Family Communication

This course surveys topics relevant to understanding communication phenomena in the setting of the family. Topics include: family systems, patterns, meaning, themes, roles and types, family life cycles, stressors and conflict, changing family forms and contexts.

CMNS 315, Health Communication

This course overviews the theory and practice of communication in the health care setting. Topics include the dynamics of doctor-patient interaction and the cursory nature of health care campaigns.

CMNS 316, Communication and Group Decision-Making

Advanced undergraduate course in small group communication. Students develop skills and abilities in identifying various factors that contribute to the success and failure of group decision-making in organizational contexts. Class sessions will focus on theories, research, and practices in group processes, and their applications to issues in real life.

CMNS 317, Topics in Group Communication

Examines selected topics in group communication processes. Topics may include group creativity, communicating in virtual teams, conflict in groups, and group facilitation.

CMNS 318, Close Relationships

This course examines the role of communication in the development, maintenance, and deterioration of romantic attachments. Topics include attraction, intimacy and self-disclosure, attachment beliefs, jealousy, satisfaction, commitment, trust, betrayal, conflict, autonomy, interdependence, etc.

CMNS 319, Relational Problems

This course explores the "dark side" of interpersonal communication by examining the growing literature on the troubling or problematic aspects of close relationships. Topics covered include relational dilemmas, relational control and dominance, hurtful messages, paradoxical communication, social predicaments, relational transgressions, privacy violations, physical abuse, verbal aggression, etc.

CMNS 320, Deceptive Communication

Explores the use of deceptive communication in social and personal relationships from a range of theoretical perspectives including ethics, evolutionary biology, linguistics, social and developmental psychology, and jurisprudence.

CMNS 321 Cultural and Symbolic Criticism

Introduction to the critical methodologies of rhetorical analysis. Students are instructed in ways to become more reflective consumers of discourse by examining how rhetoric instructs reality, shapes the social and political agenda and engages questions of ethics, power and persuasion. The course promotes a critical awareness of the role symbols play in influencing human perception, attitude, and action in a diverse culture.

CMNS 322, Advanced Public Speaking

Analyzes theories and develops skills required in persuasive speaking situations. This course is an extension of the public speaking class (CMN 220) and explores in greater detail than the first course the analysis of audiences, sources of resistance to persuasion, and appropriate logical and psychological strategies for persuasive speeches.

CMNS 323, Communication and Social Movements

This course examines the rhetoric of social movements throughout American History. As a rhetoric class, the focus is primarily on the symbolic creation of movements in order to provide background of the political and social events that gave rise to the movement. Using readings from a variety of sources, we will investigate the discursive construction of power as it relates to society and politics. The class will take a case-study approach to examining social movement rhetoric, exploring the discourse that has served to resist oppressive, or perceptively oppressive, systems.

CMNS 324, Culture of Consumption

Introduces students to the critique of our consumer culture. Teaches students how to be critical consumers and understand how to be critical consumers and understand how we consume lifestyles, images, aesthetics, and desire through our shopping patterns. Provides theoretical, observational, and critical tools that allow students to critique patterns of consumption, the production of culture through consumption, and how consumption is a means of communication.

CMN 325, Environmental Communication Workshop

Provides a foundation in the communication skills necessary for achieving conservation goals. Introduces communication approaches such as social marketing, citizen participation, public campaigns, and environmental interpretation that have proven effective in the work of conservation professionals.

CMNS 326, Environmental Politics and Rhetoric

Introduces students to a rhetorical perspective on environmental public discourse. Course also explores the relationship between rhetorically constituted ideas about nature and the development of political and social ideas, institutions, and practices that inform our understanding of the human place in the environment.

CMNS 328, History of Rhetoric and Communication

Offers an overview of historical foundations of the communication field. Examines how the formulations of rhetoric by various thinkers derived from cultural, religious, and political contexts shape human consciousness and communication patterns. Students read primary and secondary materials on classical rhetoric and rhetoric of diverse cultures. The course promotes an understanding and appreciation of antiquity and development of ideas over time in relation to current cultural and communicative patterns.

CMNS 329, Persuasion

Explores major theoretical assumptions of current persuasion research. Examines causes and effects of effective and ineffective persuasion. Analyzes persuasive skills and strategies for a variety of persuasion applications, e.g. political, interpersonal, intercultural, and advertising.

CMNS 330, Topics in Performance

Advanced study in performance focusing on a specific genre each quarter such as: Poetry, Fiction, Nonfiction, Drama or Chamber Theater. Other possibilities include: performing autobiography; life performances; ritual, ceremony, and storytelling; and radio and television performances.

CMNS 331, Communication Fieldwork

Provides students with experience conducting qualitative research, including data collection techniques, data coding and analysis, as well as interpretation of data and writing ethnographic reports. In addition to providing practical hands-on training in ethnographic research, this course explores the theory, ethics, and politics behind various qualitative research methodologies.

CMNS 332, Topics in Communication Methodology

Courses explore a range of qualitative and quantitative research strategies. Topics may include more specialized modes of gathering and assessing data, using new data technologies and software programs, and conducting communication studies.

CMNS 333, Cultural Ways of Speaking

Explores how speakers reveal culture through their everyday interactions. This course focuses on speaking as an activity through which individuals identify themselves with communities of discourse, within the United States as well as across cultural groups. It provides students with experience in discovering diverse ways of speaking and codes concerning what it means to be a person, how people relate to each other, and how they view the world.

CMNS 334, Urban Communication

Examines relationships between material features of the city and symbolic representations of urban life (e.g., photography, film, songs, public discourse) with the goal of understanding the city as a site of communication. Special attention is paid to expressions of hope for and fear of the city.

CMNS 335 Latino Communication, Culture, & Community

Examines the relationships among Latino cultures, communication, institutions, and public and private life. Students explore the possibilities and problems of contemporary forms of community through service in Latino community organizations. The course also fulfills the junior year experiential learning requirement through community based service learning.

CMNS 337, Asian American Media Representations

Critically examines how Asian Americans have been represented in historical and contemporary media texts. Students explore the social construction of Asian Americans from selected films, TV shows, and print media and how these media constructions have affected Asian Americans self-perceived identity and perpetuated stereotypes, prejudice, and racism against Asian Americans in the United States. The course takes an interdisciplinary approach in the analysis of the media images and explores issues of power, identity, race, gender,

class, sexual orientation and the interaction of these factors in the representation of Asian Americans.

CMNS 338, Asian Culture and Communication

Reviews major Asian philosophical and religious traditions such as Hinduism, Confucianism, Taoism, and Buddhism and examines how these traditions influence and affect Asian cultures and communication behaviors, particularly communication among Indians, Chinese, Japanese, Koreans, and Asian Americans in various contexts

CMNS 350, Communication and Socialization to Work

Examines how human beings move through the world of work, paying particular attention to the role communication plays in this process. Influences that help shape people's perceptions of work during youth and adolescence are reviewed, as are those that help individuals develop expectations about life in particular organizations prior to entry. In addition, the class focuses on new hire adjustment, the processes by which "rookies" gradually become "veterans" in the workplace, and covers voluntary and involuntary retirement.

CMNS 352, Communication and Corporate Culture

Focuses on the communicative implications of such cultural elements as values, heroes, rites, rituals, symbolism and storytelling. Analyzes and presents ways of adapting to the diverse components of a culture.

CMNS 353, Communication and Organizational Change

Explores the impact of change on the day to day work experience of organizational members. How culture, management philosophy and individual performances are influenced by change. Political, symbolic interactional, and human resource perspectives are explored.

CMNS 354, Interviewing

Studies theory and practice of interviewing. Course focuses each term on a particular interview application (journalistic, employment, research, etc.) and examines strategies appropriate for interviewer and interviewee. Covers planning, conducting and evaluating interviews as well as relevant legislation.

CMNS 356, Communication Consulting

Examines how to partner with a client to facilitate constructive organizational change and behavioral growth in the workplace. Focuses on contemporary consulting through case studies. Previous courses in organizational, small group, or interpersonal communication are suggested.

CMNS 357, Special Topics in Organizational Communication

Topics covered in this course might include: communication and customer service, assessment and intervention in organizations, comparative management, democratic participation in organizations, gender in the workplace, etc.

CMNS 358, Leadership and Team Building

This course will introduce the student to the theory and practice of self-managed work teams. This approach to group dynamics has many short term and long term benefits, such as solving problems across organizational boundaries or in changing the nature of work and supervision itself.

CMNS 360, Relational, Group, and Organizational Theory

This course surveys relevant theoretical developments in the field of communication. While exploring the major theoretical paradigms that inform and guide the study of human communication, students receive insight into the significance and meaning of their own day-to-day communication activities and discover how theories provide complementary and viable explanations for analyzing as well as assessing the impact of communication in relational, group and organizational contexts.

CMNS 361, Gender and Communication

A review of the differences in communication patterns between women and men. Topics covered include language and language usage differences, interaction patterns, gender social movements, and perceptions of the sexes generated through language and communication.

CMNS 366, Communication, Technology and Society

Survey of a variety of contemporary and historical issues related to the introduction and diffusion of communication technologies in society. Especially examines how new technologies, particularly the Internet, are transforming the communication landscape. Emphasis on issues of intellectual property, surveillance, privacy, regulation, message construction, and access will be central to this course.

CMNS 367, Performance for Social Change

This is an experiential field experience that examines the role of performance in social activism. Student projects will identify a social issue of critical concerns and devise a performative response.

CMNS 393, Communication Practicum

Structured and supervised student participation in collegiate debating, radio production or group presentations for various audiences. Includes practical experience in research, rehearsal and performance. Students may take a maximum of 2 credit hours in one quarter, 4 credit hours in the major, and 8 total credit hours.

CMNS 395, Debate Practicum

This practicum centers on developing students' skills in debate and public discourse. Participation in forensic activities outside of the class (tournaments, public debates, etc.) is an expectation. This course can be taken a total of 6 times. 8 credit hours can count towards the CMNS major.

CMN 394, Advanced Communication Internship

Placement of students in business, industry, or not-for-profit major specific internships. Opportunities in advertising, public relations, journalism, radio and television, museums and philanthropic outreach organizations. Program open to communication majors and minors who meet eligibility requirements.

CMN 395, Communication Internship Special Topics

This course is for students who wish to receive academic credit for a second or third internship. Must be a Communication major or minor who has completed CMN 394 or ISP250 and meets eligibility requirements. Must be taken concurrently with an internship. Topics include building and managing a communication career, effective networking, and leadership development.

Bachelor of Arts in Journalism

College of Communication - Undergraduate Studies ▫ Degree Programs ▫ Bachelor of Arts in Journalism

Liberal Studies Requirements

Core Requirements

College of Communication - Undergraduate Studies ▫ Degree Programs ▫ Bachelor of Arts in Journalism ▫ Liberal Studies Requirements

Liberal Studies Requirements

First Year Program	
Chicago Quarter	LSP 110 or LSP 111

Focal Point	LSP 112
Writing	WRD 103 and WRD 104
Quantitative Reasoning & Technological Literacy	LSP 120 and LSP 121 (Note: This proficiency can be met through exams at QRC .)
Sophomore Year	
Multiculturalism in the US	LSP 200
Junior Year	
Experiential Learning	Required
Senior Year	
Capstone	Required
Learning Domains	
Arts and Literature (AL)	2 Courses Required
Philosophical Inquiry (PI)	2 Courses Required
Scientific Inquiry (SI)	3 Courses Required (Note : One must be Lab)
Self, Society and the Modern World (SSMW)	2 Courses Required
Religious Dimensions (RD)	2 Courses Required
Understanding the Past (UP)	2 Courses Required

Note: Courses offered in the student's primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the JYEL requirement.

Quantitative Reasoning and Technological Literacy : All Communication students must complete the placement exam for Quantitative Reasoning and Technological Literacy. Students must complete the one course into which they place (LSP 120 or LSP 121). Students who complete both LSP 120 and LSP 121 take one less Domain course. Students may not apply the course reduction to any Domain where only one course is required, and if taken within the SI Domain, the reduction cannot be applied to the SI Lab requirement.

Effective Summer 2010, changes were made to the liberal studies domain requirements allowing for more flexibility. Current students may also benefit from the less restrictive LSP domain requirements. Please note that the change is reflected in this liberal studies requirement grid.

Core Requirements

The Bachelor of Arts in Journalism

The College of Communication offers a variety of courses leading to a Bachelor of Arts degree in Journalism. The College of Communication Journalism faculty have years of professional experience and are dedicated to encouraging the intellectual development of students, while preparing them with the content mastery they'll need in serving citizens with information that makes democracy and personal empowerment possible. Students will gain specialized instruction in news gathering and presentation for print, broadcast, and online media. Production facilities include Mac and PC labs, a converged studio-control room, high

end editing suites, and smart classrooms. The journalism program relies heavily on DePaul's long partnership with Chicago's professional community.

The Journalism Full-Time Faculty

MIKE CONKLIN, M.A.,
Instructor,
Loyola University

BRUCE EVENSEN, PH.D.,
Professor,
University of Wisconsin

MARLA KRAUSE, M.A.,
Instructor and DePaulia Advisor,
University of Chicago

LISA PECOT-HEBERT, PH.D.,
Assistant Professor and Good Day DePaul Advisor
University of Georgia

ERIK PETERSON, M.A.,
Instructor,
Florida State University

MICHAEL REILLEY, M.A.,
Instructor and Society of Professional Journalists Advisor
Northwestern University

HAI TRAN, Ph.D.,
Assistant Professor
University of North Carolina

Degree Program Requirements

The Journalism Major

The Bachelor of Arts in Journalism consists of the three core courses required of all College of Communication students; two courses, JOUR 275: Introduction to Journalism and JOUR 278 News Reporting (formerly Advanced Reporting, JOUR 378) are required of all Journalism majors; a minimum of six courses from the list of Journalism course offerings; and a maximum of two electives taken within the College of Communication. All Journalism majors must complete a total of 13 classes, or 52 credit hours.

Common Core

Three core courses are required of all College of Communication students:

- CMN 101, Introduction to Human Communication
- CMN 102 (formerly CMN 110), Introduction to Mass Communication
- CMN 103 (formerly CMN 203), Intercultural Communication

Students are encouraged to complete all three prior to taking additional coursework in the major.

Program Requirement & Course Offerings in Journalism

Journalism majors must take JOUR 275 (formerly CMN 275) Introduction to Journalism and JOUR 278 News Reporting (formerly JOUR 378, Advanced Reporting), plus a minimum of six of the courses listed below:

- JOUR 240 (formerly CMN 240), Broadcast Journalism
- JOUR 245 (formerly CMN 245), News Editing
- JOUR 276 (formerly CMN 276), Photojournalism
- JOUR 278 News Reporting

- JOUR 279 (formerly CMN 279), Feature Writing
- JOUR 317 Experiential Learning
- JOUR 330, Writing for Broadcast
- JOUR 343 (formerly CMN 343), Journalism and the American Experience
- JOUR 350, Radio News
- JOUR 361, Journalism Law and Ethics
- JOUR 362 (formerly CMN 362), The Press and the Presidency
- JOUR 363 (formerly CMN 363), Online Journalism I
- JOUR 364 (formerly CMN 364), Investigative Reporting
- JOUR 365 (formerly CMN 365), Television News I
- JOUR 366, Magazine Reporting
- JOUR 367, International Reporting
- JOUR 368, Sports Reporting
- JOUR 374 (formerly CMN 374), Community Journalism
- JOUR 377 (formerly CMN 377), Journalism Topics
- JOUR 383, Online Journalism II
- JOUR 385, Television News II
- JOUR 393, Journalism Practicum
- CMN 394, Advanced Communication Internship
- CMN 395: Communication Internship Special Topics

College of Communication Electives

Students majoring in Journalism may take as many as two electives from any College of Communication offerings, or from the following Digital Cinema courses: DC 120, Video Editing; DC 220 Editing I; DC 210 Production I; and DC 271 Introduction to Television Production.

Internship Credit

Students in the major may take CMN 294, Communication Internship or CMN 394, Advanced Communication Internship (when placement relates to the major) for credit. In order to take CMN 294, or CMN 394, students must have completed the three communication core courses (CMN 101, CMN 102, CMN 103) two courses in the chosen major and have fulfilled internship program eligibility requirements.

Latino Media and Communication Concentration

Students interested in pursuing a concentration in Latino Media and Communication may refer here for information about concentration requirements.

Unrestricted Electives

Students complete the bachelors degree in Journalism by taking an additional 56 quarter hours selected from any courses offered by DePaul University.

Course Descriptions

CMN 101 Introduction to Human Communication

This core course is required of all majors in the College of Communication. The class provides an introduction to the field of relational, group, and organizational communication. Students become acquainted with the basic terms, concepts and theoretical perspectives used to examine communication in dyadic, group, and organizational contexts.

CMN 102 Introduction to Mass Communication (formerly CMN 110)

This course offers students a broad overview of the mass media (print, film, video, recorded music, radio, television and the internet) with a particular focus on how these media impact our everyday lives. Students will develop critical frameworks for understanding how power operates across the media spheres of production, circulation, representation and reception. Attention is placed on how the social categories of race, class, gender, sexuality, ethnicity, age and nationality inform each of these media spheres. The course also considers how recent developments in digital technologies, media convergence and globalization have transformed our media culture.

CMN 103 Intercultural Communication (formerly CMN 203)

This course is required for all majors in the College of Communication. The class explores issues pertaining to communication and culture. Here, we consider the important role of context (social/political, historical, and interpersonal) in cultural interactions. Specifically, we examine the complex relationship between culture and communication from three conceptual perspectives: the social/psychological, the interpretive, and the critical.

JOUR 240 Broadcast Journalism

This course teaches students the preparation and presentation skills needed in broadcast journalism. It is a studio performance course in which students research, write, and then anchor news and public affairs reports. The course teaches basic strategies in how to organize and present material for broadcast. Students complete the course with a heightened self-awareness of what it takes to be a professional in studio settings and in public presentations. (Prereq: JOUR 275; JOUR 278; JOUR 330).

JOUR 245 News Editing

Behind every news story worth reading or watching is a highly skilled news editor, whose careful work helps to provide the clarity and emotional force that makes for memorable journalism. This course teaches students those skills. It introduces them to the many roles news editors play from choosing what stories will be written to how they're presented. In the online world, the news editor plays an increasingly important role in the production of stories that encourage interactivity with readers and the development of value-added content utilizing multimedia platforms. (Prereq: JOUR 275; JOUR 278).

JOUR 275 Introduction to Journalism

This course introduces students to the rapidly changing field of journalism and gives them a firm grounding in the researching, interviewing, writing, and rewriting skills they'll need to be successful in the profession. The course teaches students how to organize information and present it in a thoughtful, clear narrative under deadline. Students will explore the impact new technologies are having on news gathering and dissemination and how the professional values and business imperatives of news organizations influence what stories are reported and how they're reported.

JOUR 276 Photojournalism

This course is designed to introduce students to photography as a means of telling stories and revealing important aspects of the human condition. Photography is both an art and science and in the hands of a skilled photojournalist can have a profound effect in fulfilling the social responsibility of journalists to society. Students will learn the techniques and ethics of picture-taking and will develop an appreciation for photojournalism's proud past and digital future. No previous photographic experience is assumed or required for this class. Students taking the course will develop photo-essay projects that will become strong portfolio pieces.

JOUR 278 News Reporting

This course is designed to go beyond the inverted pyramid of basic news writing and focus on some of the sophisticated newsgathering techniques used by journalists. Story generation techniques will be examined along with interviewing techniques. The course will also explore how databases and documents can enhance a story, including the use of surveys, field experiments and participant observation. PREREQUISITE(S): JOUR 275

JOUR 279 Feature Writing

Feature stories tend to emphasize human interest and are filled with the descriptive detail that connects readers and viewers to lived experiences. Students will be introduced to the process of how news organizations identify good feature story opportunities, and how reporters proceed from an idea to a finely crafted feature story. Students will develop the critical skills of personal observation that is behind successful feature writing. At the heart of this process is intellectual curiosity, which connects the experience of an individual or group to individuals who will read your work. (Prereq: JOUR 275; JOUR 278).

JOUR 290 Journalism Workshop (Variable Topics)

This course allows students to sample a range of hands on, practical offerings in journalism that can enhance their knowledge and expertise. Workshop topics can include video camera basics, non-linear editing with Final Cut Pro news print design (including InDesign, Photoshop, Illustrator), and online editing tools (including Word Press). Students may take a maximum of 4 credit hours of JOUR 290 in the major, and a total of 8 credit hours.

JOUR 317 Experiential Learning

Students learn advanced reporting techniques while developing projects under the direction of a faculty supervisor. This course is designed to take learning out of the classroom and enables students to develop portfolio pieces while gaining critical real world experiences in reporting. PREREQUISITE(S): Instructor Permission Required

JOUR 330 Writing for Broadcast

This course introduces students to the writing and formatting requirements of broadcast journalists. Part of this instruction is to give students an understanding of how writing for broadcast differs from writing for print and the awareness it takes to write copy that supports and strengthens the visuals that viewers will be watching. Strong writing is the backbone of broadcast journalism, and this course gives students a firm foundation in the writing skills that produce broadcast stories worth watching. (Prereq:JOUR 275; JOUR 278).

JOUR 343 Journalism and the American Experience

This course examines the significance that journalism has had in shaping the American experience and the difference that it has made in the evolution of our national history and culture. Particular attention is paid to major developments in the American experience and the role that journalists have played not only in reporting but in shaping those events, including the American Revolution, the Civil War, and Americas encounter with urbanization, industrialization, and modernity. Also analyzed is the impact of technology ---the telegraph, broadcasting, cable, satellite, and the internet---on news gathering.

JOUR 350 Radio News

Nowhere has the rise of new technologies had a greater impact than in radio reporting. This course gives students opportunities to stream their stories through field and studio productions that connect listeners within communities and around the world. Students will be trained in writing for the ear, and the unique local and international possibilities of radio reporting. (Prereq:JOUR 275; JOUR 278).

JOUR 361 Journalism Law and Ethics

This course examines the unique role of the press in providing the information that makes democracy possible. Students will learn the ethical and legal obligations of the reporter and news organizations and the impact that new technologies are having on news gathering and dissemination. The course aims at enhancing student understanding of the social responsibility of journalists in the public life of the nation and its citizens.

JOUR 362 The Press and the Presidency

The purpose of this class is to give students an understanding of the current and historic relationship between the press and the American presidency. Students will analyze conditions in peace and war that lead to cooperative or adversarial press-presidential relations. Particular attention will be paid to the role of the press in presidential campaigns, in the agenda-setting function of the press, and the part it plays in forming public opinion.

JOUR 363 Online Journalism

This course equips students with the storytelling tools theyll need to add value to their reporting for online readers. Students will be introduced to the techniques of non-linear story design that are increasingly necessary in the digital world of journalism. Final projects will include in-depth reporting told through multimedia. (Prereq: JOUR 275; JOUR 278).

JOUR 364 Investigative Reporting

This course explores the methods, strategies, and sources that are deployed in in-depth investigative journalism as well as its social and policy impact. Students will learn how to use public records, documents and interviews to develop stories that help shape public opinion and policymaking on major urban issues of our time. Students will work individually and in teams in acquiring information from archives, agencies, community leaders, and public officials that is in the best tradition of the social responsibility of the press. (Prereq: JOUR 275; JOUR 278).

JOUR 365 Television News

This course teaches students how to produce television news stories. The students will write and produce story packages that include stand-up reports, interviews, and voice-overs. Student will rotate between assignments---learning how to shoot video, run audio, edit,

interview, research, and report---news stories worth knowing. (Prereq: JOUR 275; JOUR 278 JOUR 330).

JOUR 366 Magazine Reporting

The digital world of reporting and editing has created unparalleled opportunities to reach specific readers with targeted stories. This course introduces students to the opportunities of magazine writing and the strategies used by magazine writers. Writing assignments will strengthen a students grasp of the resources available to modern magazine writers and the techniques of research and interviewing that are the basis of skilled storytelling. (Prereq: JOUR 275; JOUR 278).

JOUR 367 International Reporting

This course analyzes the impact new technologies are having on foreign correspondents and international reporting. The digital revolution is having a profound effect on the ability of news makers and organizations to compete with governments in worldwide information flows. Access to information has made citizens more inter-dependent while creating extraordinary opportunities for journalists to tell stories that increase the understanding and enlarge the imagination of their readers. (Prereq: JOUR 275; JOUR 278).

JOUR 368 Sports Reporting

Sports reporting is a go-to destination for online, print, and broadcast consumers of sports information. This course gives students an understanding of the social and cultural significance of sports. It trains them to look for themes and details that go beyond the simple score of a contest to the symbolic importance of athletics in the post-modern experience. Students will complete the course with a new appreciation for what makes for strong sports reporting and what accounts for its unique hold on the popular imagination. (Prereq: JOUR 275; JOUR 278).

JOUR 374 Community Journalism

One of the largest areas of readership growth and jobs in journalism is professionally delivering community news. This course focuses on the unique opportunities of serving citizens through reporting that captures the concerns and triumphs of diverse urban and suburban communities. It enables reporters to develop sources and report on beats of real interest to a wide readership. (Prereq: JOUR 275; JOUR 278).

JOUR 377 Journalism Topics

This course allows students to sample a range of topical offerings in journalism that have included press law and ethics, arts and entertainment reporting, business and finance reporting, science and technology reporting, health and medicine reporting, tabloid journalism, war reporting, and reporting religion and moral issues. (Prereq: JOUR 275; JOUR 278).

JOUR 383 Online Journalism II

This course builds on what students learned in Online Journalism I in news gathering and dissemination. Particular attention is paid to the incorporation of digital video and sound in reporting. A final project will include the development of a website made up of stories and sections that use interactivity and multimedia platforms to encourage citizen participation in the process of reporting. (Prereq: JOUR 363).

JOUR 385, Television News II

Television News II builds on the knowledge students have gained in our introductory Television News class in producing news packages for broadcast. Students in this course will develop longer format feature pieces that combine skills in writing, reporting, shooting, narration, editing, and producing. The best of this work should serve as portfolio pieces for students considering careers in broadcasting and related industries. (Prereq: JOUR 330; JOUR 365).

JOUR 390, Writing For the DePaulia

This course is designed for the serious journalism student who wants on-deadline experience writing for The DePaulia newspaper and web site. Students will cover beats of interest to the DePaul community throughout the quarter and also will receive assignments from DePaulia editors. Stories and beats can be as varied as campus news, sports, the arts or news in the Lincoln Park and South Loop communities. Students may repeat the course once for credit.

Prerequisite JOUR 275; JOUR 278 or consent of instructor. Not available for DePaulia editors.

CMN 394, Advanced Communication Internship

Placement of students in business, industry, or not-for-profit major specific internships. Opportunities in advertising, public relations, journalism, radio and television, museums and philanthropic outreach organizations. Program open to communication majors and minors who meet eligibility requirements.

CMN 395, Communication Internship Special Topics

This course is for students who wish to receive academic credit for a second or third internship. Must be a Communication major or minor who has completed CMN 394 or ISP250 and meets eligibility requirements. Must be taken concurrently with an internship. Topics include building and managing a communication career, effective networking, and leadership development.

Bachelor of Arts in Public Relations and Advertising

College of Communication - Undergraduate Studies ▫ Degree Programs ▫ Bachelor of Arts in Public Relations and Advertising

Liberal Studies Requirements

Core Requirements

College of Communication - Undergraduate Studies ▫ Degree Programs ▫ Bachelor of Arts in Public Relations and Advertising ▫ Liberal Studies Requirements

Liberal Studies Requirements

First Year Program	
Chicago Quarter	LSP 110 or LSP 111
Focal Point	LSP 112
Writing	WRD 103 and WRD 104
Quantitative Reasoning & Technological Literacy	LSP 120 and LSP 121 (Note: This proficiency can be met through exams at QRC .)
Sophomore Year	
Multiculturalism in the US	LSP 200
Junior Year	
Experiential Learning	Required
Senior Year	
Capstone	Required
Learning Domains	
Arts and Literature (AL)	2 Courses Required
Philosophical Inquiry (PI)	2 Courses Required
Scientific Inquiry (SI)	3 Courses Required

	(Note : One must be Lab)
Self, Society and the Modern World (SSMW)	2 Courses Required
Religious Dimensions (RD)	2 Courses Required
Understanding the Past (UP)	2 Courses Required

Note: Courses offered in the student's primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the JYEL requirement.

Quantitative Reasoning and Technological Literacy : All Communication students must complete the placement exam for Quantitative Reasoning and Technological Literacy. Students must complete the one course into which they place (LSP 120 or LSP 121). Students who complete both LSP 120 and LSP 121 take one less Domain course. Students may not apply the course reduction to any Domain where only one course is required, and if taken within the SI Domain, the reduction cannot be applied to the SI Lab requirement.

Effective Summer 2010, changes were made to the liberal studies domain requirements allowing for more flexibility. Current students may also benefit from the less restrictive LSP domain requirements. Please note that the change is reflected in this liberal studies requirement grid.

College of Communication - Undergraduate Studies □ Degree Programs □ Bachelor of Arts in Public Relations and Advertising □ Core Requirements

Core Requirements

The Bachelor of Arts in Public Relations and Advertising

The College of Communication offers a variety of courses leading to a Bachelor of Arts degree in Public Relations and Advertising. The program examines theories and practices in the related fields of public relations and advertising, and considers advertising and public relations processes, products and effects from cultural, ethical, organizational, historical, creative and methodological perspectives. Students in Public Relations and Advertising studies learn to think critically and analytically, to develop ideas clearly, and to speak and write effectively. Within the broad context of human communication and the liberal arts, students explore the relationship of public relations and advertising activities to other aspects of human endeavor. Graduates are prepared for entry level positions within the public and private sectors, or for continuing their education in academic or professional graduate programs.

The Public Relations and Advertising Full-Time Faculty

DANIEL AZZARO, M.B.A.
Visiting Assistant Professor
Fordham University

CAROLYN BRONSTEIN, PH.D.,
Associate Professor
University of Wisconsin Madison

SHU-CHUAN (KELLY) CHU, Ph.D.
Assistant Professor
University of Texas, Austin

TERESA MASTIN, PH.D.,
Associate Professor

Michigan State University

MATTHEW RAGAS, Ph.D.
Assistant Professor
University of Florida

PATRICIA WHALEN, PH.D.,
Assistant Professor
Michigan State University

DANIEL WINDELS, M.A.
Instructor
University of Texas, Austin

KASEY WINDELS, Ph.D.,
Assistant Professor,
University of Texas, Austin

The Public Relations and Advertising Major

In addition to the three core College of Communication courses, students take five required classes, three Public Relations and Advertising electives, and two additional electives from the College of Communication. All Public Relations and Advertising majors must complete a total of 13 classes, or 52 credit hours.

Common Core

Three core courses are required of all College of Communication students:

- CMN 101, Introduction to Human Communication
- CMN 102 (formerly CMN 110), Introduction to Mass Communication
- CMN 103 (formerly CMN 203), Intercultural Communication

Students are encouraged to complete all three prior to taking additional coursework in the major.

Program Requirements

All Public Relations and Advertising majors must fulfill the following five requirements:

- Either PRAD 244 (formerly CMN 244), Principles of Advertising, or PRAD 255 (formerly CMN 255), Public Relations
- PRAD 256 (formerly CMN 256), Writing for Public Relations and Advertising
- CMNS 291 (formerly CMN 271), Research Methods
- Either PRAD 334 (formerly CMN 334), Ethics in Public Relations and Advertising, or PRAD 335 (formerly CMN 335), Advertising and Society
- Either PRAD 336, Advertising Campaigns, or PRAD 337 (formerly CMN 337), Public Relations Campaigns, or PRAD 339, Integrated Communication Campaigns.

Students select three additional courses from:

- PRAD 244 (formerly CMN 244), Principles of Advertising
- PRAD 255 (formerly CMN 255), Public Relations
- PRAD 320 Event Planning
- PRAD 334 (formerly CMN 334), Ethics in Public Relations and Advertising
- PRAD 335 (formerly CMN 335), Advertising and Society
- PRAD 336 Advertising Campaigns
- PRAD 337 (formerly CMN 337), Public Relations Campaigns
- PRAD 338 (formerly CMN 338), Healthcare Public Relations
- PRAD 339 Integrated Communication Campaigns
- PRAD 350 Account Planning
- PRAD 351 Copywriting
- PRAD 352 Digital Advertising
- PRAD 357 Advertising Portfolio I
- PRAD 361 Account Planning and Consumer Insights for Latino Markets

- PRAD 362 Latino Strategic Communication Campaigns
- PRAD 375 (formerly CMN 375), Communication Law
- PRAD 376, Crisis Communication
- PRAD 377, Marketing Public Relations
- PRAD 378, Creativity in Advertising
- PRAD 379, Advertising Media Planning
- PRAD 380, Political Communication
- PRAD 381, Advertising and Children
- PRAD 382, Nonprofit Public Relations
- PRAD 391 (formerly CMN 391), Special Topics in Public Relations
- PRAD 392: Special Topics in Advertising
- PRAD 393 Special Topics in Public Relations and Advertising
- PRAD 395 Special Topics in Public Relations and Advertising Practicum
- CMN 394 Advanced Communication Internship
- CMN 395 Communication Internship Special Topics
- CMNS 220 Public Speaking
- CMNS 395 Debate Practicum

College of Communication Electives

Students majoring in Public Relations and Advertising may take as many as two electives from any College of Communication offerings. Students should consult their advisors regarding courses offered in the current College of Communication course schedule particularly relevant for Public Relations and Advertising Studies.

Internship Credit

Students in the major may take CMN 394, Advanced Communication Internship (when placement relates to the major) for credit. In order to take CMN 394, students must have completed the three communication core courses (CMN 101, CMN 102, CMN 103) two courses in the chosen major and have fulfilled internship program eligibility requirements.

Latino Media and Communication Concentration

Students interested in pursuing a concentration in Latino Media and Communication may refer here for information about concentration requirements.

Unrestricted Electives

Students complete the bachelors degree in Public Relations and Advertising by taking an additional 56 quarter hours selected from any courses offered by DePaul University.

Course Descriptions

PRAD 244 Principles of Advertising

This foundational course examines the principles, practices, applications and standards of advertising in multiple contexts, both from the perspectives of the practitioner and the consumer. The course places particular emphasis on strategic thinking in all aspects of marketing communication.

PRAD 255 Principles of Public Relations

This introduction to public relations traces the development of public relations industries and practices. Students are introduced to theories and principles of public relations, along with the roles and responsibilities of professionals working in public relations and related disciplines. Students also examine industry regulations, societal implications, and strategic planning processes associated with public relations.

PRAD 256 Writing For Public Relations and Advertising

This class provides students the opportunity to apply public relations and advertising theories and principles to the development of media materials. This course familiarizes students with various forms of persuasive writing and requires them to develop a writing portfolio that demonstrates their ability to write for diverse audiences. Assignments include writing plans, news media kits, speeches, and executions in various media. Prerequisite(s): PRAD 244 or PRAD 255

PRAD 320 Event Planning

This course aims to provide students with the occupational, technical and interpersonal skills necessary to "survive and thrive" in the special event industry. In addition to specific content knowledge, student will develop cross-cultural awareness, global understanding and communication skills as they relate to the event industry as a whole. The course will prepare students for a variety of options: pursuit of employment in the special events industry, professional development for those already employed in the field and general knowledge for those interested in the special events field. The purpose of this course is to acquire an in-depth knowledge about the specialized field of event planning, and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

PRAD 334 Ethics in Public Relations and Advertising

This course explores ethical issues of public relations and advertising from both theoretical and practical perspectives. Students learn the professional and social responsibilities of Public Relations and Advertising professionals and prevailing norms in public relations, advertising, and related disciplines. Prerequisite(s): PRAD 244 or PRAD 255.

PRAD 335 Advertising and Society

This course challenges students to think critically about the social effect of advertising with regard to its role in the production and maintenance of consumer culture and formation of public opinion. Students read widely from a body of social criticism concerned with practices that may diminish democracy and endanger our collective public life. This course asks future practitioners to confront issues and abuses of advertising and to understand the negative social consequences that can result. Prerequisite(s): PRAD 244 or PRAD 255.

PRAD 336 Advertising Campaigns

This class is designed to expose students to the use and development of advertising strategies and techniques in a variety of product and service categories. Through case studies students examine contemporary examples of successful advertising programs and campaigns and through implementation projects discover how practitioners function within marketing communication organizations. Prerequisite: PRAD 244, PRAD 256, CMNS 291. (Formerly CMN 337 Public Communication Campaigns, check with instructor if content covered matches content taken in CMN 337).

PRAD 337 Public Relations Campaigns

The class is designed to expose students to the use and development of public relations strategies and techniques in a variety of functions, including community relations, employee relations, government relations, and media relations. Through case studies students examine contemporary examples of successful public relations programs and campaigns and through implementation projects discover how practitioners function as intermediates between organizations and their publics. (Formerly CMN 337 Public Communication Campaigns, check with instructor if content covered matches content taken in CMN 337). Successful completion of PRAD 255; PRAD 256; and CMNS 291 is required prior to entrance to any PRAD campaigns course.

PRAD 338 Healthcare and Public Relations

This course familiarizes students with the major issues and problems in the United States healthcare system. Students will explore current issues in health policy and the politics of health from a public relations perspective. Each student will be responsible for assuming the role of a public relations director for a health organization in the public or private sector. Prerequisite(s): PRAD 244 or PRAD 255.

PRAD 339 Integrated Communication Campaigns

This class is designed to expose students to the use and development of public integrated marketing communication strategies and techniques in a variety of product and service categories. Through case studies students examine contemporary examples of successful integrated marketing communication programs and campaigns and through implementation projects discover how integrated marketing communication practitioners function within marketing communication organizations. (Formerly CMN 337 Public Communication Campaigns, check with instructor if content covered matches content taken in CMN 337). Successful completion of PRAD 244 or 255; PRAD 256; and CMNS 291 is required prior to entrance to any PRAD campaigns course.

PRAD 350, Account Planning

The account planner represents the voice of the consumer in the advertising process. This course will examine the history of account planning and its relationship within advertising agencies to creative development. Special emphasis will be placed on the qualitative and ethnographic research techniques used by planners, and the role that curiosity and empathy play in understanding different consumer audiences.

PRAD 351, Copywriting

This course examines the various ways and styles of writing effective and persuasive advertising copy. Through in class and outside work, students will have the opportunity to develop a variety of advertising/communication pieces, from television and radio scripts, to print and alternative/new media. Emphasis is placed on defining an overriding strategy, and then translating that strategy into effective pieces of communication.

PRAD 352, Digital Advertising

This course is designed to provide students with an introduction to the dynamic field of digital advertising. The emergence of new media technologies has dramatically changed the ways and strategies for communicating with and engaging consumers. This course provides conceptual basis of digital advertising that separates digital advertising from traditional advertising. This course helps students understand how the digital advertising industry is evolving with the new media technologies and addresses a wide variety of digital advertising through a practical and theoretical framework. Issues will include social media, user-generated content, online community, mobile advertising, and permission marketing, among others.

PRAD 357, Advertising Portfolio I

This advanced-level course is designed to provide students with hands-on knowledge of what it takes to succeed as a copywriter or art director in today's advertising industry. This course really focuses on the process of generating great ideas that translate into strategic and memorable advertising campaigns. Students learn about the importance of a strong selling proposition, about theories of the creative process, and about idea generation techniques. The course places particular emphasis on the finished campaign execution, as students gain practical knowledge in creative advertising. It all culminates in portfolio critique, where industry creatives come in to evaluate students' work.

PRAD 361 Account Planning and Consumer Insights for Latino Markets

This course encompasses both the similarities and differences of Latino consumers in the U.S. and explores the differences among the unique Latino cultures, their media habits and the effectiveness of using various promotional tools to affect their consumer behavior. The account planner represents the voice of the consumer in the advertising process. This course will examine the role of account planning and its relationship within advertising agencies to creative development. Special emphasis will be placed on the qualitative and ethnographic research techniques used by planners, and the role that curiosity and empathy play in understanding different Latino consumer audiences to gain insight about these groups' motivations and behaviors. Prerequisite: PRAD 244.

PRAD 362 Latino Strategic Communication Campaigns

Focuses on how to effectively target messages to Latino populations in ways that move beyond stereotypic and simplistic models of Latino audiences. Emphasis on developing culturally relevant integrated campaigns that incorporate appreciation of the diversity of Latino audiences. Students learn creative strategies for dialoguing with Latino consumers, customers, stakeholders, and influencers to develop public relations and advertising messaging in both the commercial and non-profit sector. Distinctive characteristics of the Latino population are considered, along with the rich diversity of these communities. Consideration given to effective use of new media and strategic decisions about communicating in English versus Spanish. Successful completion of PRAD 244 or 255; PRAD 256; and CMNS 291 is required prior to entrance to any PRAD campaigns course.

PRAD 375 Communication Law

This course is designed to provide students with an introduction to the portions of U.S. Law that defines the scope of First Amendment protection for communication activities. The goal of the course is to help students understand legal issues important to professionals in the media-related fields of advertising, journalism, public relations and other communication specialties. The course helps students understand both their rights to communicate in political and commercial environment and the restrictions permitted on certain communication activities. Prerequisite(s): PRAD 244 or PRAD 255.

PRAD 376 Crisis Communication

This course examines how nonprofit, government and corporate organizations can effectively manage crises. Topics covered include: the nature of organizational crises; effective crisis communication planning, response and recovery; managing relationships with the community, government, and media during crises; and the potential ethical and legal problems crisis communicators face. Emphasis will be placed on analyzing current crisis case studies and learning how to plan for and respond to crises through simulated crisis situations. Prerequisite: PRAD 255

PRAD 377 Marketing Public Relations

This course explores the strategic use of public relations to attain marketing objectives. Marketing Public Relations (MPR) is an important part of a reputation building or product branding effort for a corporation, and it can also be a valuable strategy for government agencies and non-profit organizations. Lectures and projects will demonstrate ways to use public relations strategically to add value to integrated marketing programs. Student teams will apply this knowledge to solve real-world marketing problems. By the end of the course, teams will prepare and present key aspects of a marketing public relations plan to a client. Prerequisite: PRAD 255

PRAD 378 Creativity in Advertising

This course focuses on creative processes critical to advertising planning, program implementation and organizational leadership. Overall, the course is designed to help students think more creatively, no matter what their specific goals may be. Readings include case studies and guides to creative processes in advertising, as well as more personal essays by people working in other creative venues. Class assignments direct students in different ways to strengthen their creative abilities. Prerequisite: PRAD 244

PRAD 379 Advertising Media Planning

This course examines the diverse capabilities of various media available to advertisers and the process by which advertising media plans are constructed to help meet marketing communication objectives for a product or service. The course provides fundamentals on the language, tools, research methods and concepts employed in the media planning process and helps students build media plans using appropriate objectives, strategies and tactics. The course will help students develop a heightened appreciation for the roles of logic, analysis, and insight in the media buying process. Prerequisite: PRAD 244

PRAD 380 Political Communication

This course examines how various U.S. government agencies, jurisdictions, and politicians communicate with the public and how the public influences the government through communication. Topics covered include: theory, strategies, and tactics behind effective government and political communication; how to critically evaluate government and political communication; and how individuals and groups influence the government and politicians through communication. Prerequisite: PRAD 244 or PRAD 255.

PRAD 381 Advertising and Children

This course examines the social and behavioral effects of advertising directed to children, and addresses such topics as what children know and think about advertising, how children respond emotionally to advertising, how advertising can affect behavioral patterns, the changing regulatory environment and related social and psychological issues including materialism and self-esteem. Students will have the opportunity to assess the existing environment and to design creative interventions.

PRAD 382 Nonprofit Public Relations

This course examines the unique challenges and opportunities communicators face in the nonprofit sector. Topics covered include: nonprofit management and culture; community, media and government relations; capacity building, fundraising and grant writing; crisis communication skills for nonprofit communicators; and legal and ethical concerns for nonprofit communicators. Prerequisite: PRAD 255

PRAD 392 Special Topics in Advertising .

See current Course Schedule for offerings. Prerequisite: PRAD 244

PRAD 391 Special Topics in Public Relations

See current Course Schedule for offerings. Prerequisite: PRAD 255

PRAD 393 Special Topics in Public Communication

See current Course Schedule for offerings. Prerequisite: PRAD 244 or PRAD 255.

CMN 394 Advanced Communication Internship

Placement of students in business, industry, or not-for-profit major specific internships. Opportunities in advertising, public relations, journalism, radio and television, museums and philanthropic outreach organizations. Program open to communication majors and minors who meet eligibility requirements.

CMN 395, Communication Internship Special Topics

This course is for students who wish to receive academic credit for a second or third internship. Must be a Communication major or minor who has completed CMN 394 or ISP250 and meets eligibility requirements. Must be taken concurrently with an internship. Topics include building and managing a communication career, effective networking, and leadership development.

CMNS 220, Public Speaking

Introduction to the skills required in a variety of public speaking settings. Includes units on delivery, language, defining speech purposes and content, finding supporting material, organization, and audience analysis. Students will be required to present speeches. Background in basic writing and library skills is necessary.

CMNS 395, Debate Practicum

This practicum centers on developing students' skills in debate and public discourse. Participation in forensic activities outside of the class (tournaments, public debates, etc.) is an expectation. This course can be taken a total of 6 times. 4 credit hours can count towards the PRAD major.

Bachelor of Arts in Media and Cinema Studies

College of Communication - Undergraduate Studies □ Degree Programs □ Bachelor of Arts in Media and Cinema Studies

Liberal Studies Requirements

Core Requirements

College of Communication - Undergraduate Studies □ Degree Programs □ Bachelor of Arts in Media and Cinema Studies □ Liberal Studies Requirements

Liberal Studies Requirements

First Year Program	
Chicago Quarter	LSP 110 or LSP 111
Focal Point	LSP 112
Writing	WRD 103 and WRD 104
Quantitative Reasoning & Technological Literacy	LSP 120 and LSP 121 (Note: This proficiency can be met through exams

at QRC .)

Sophomore Year

Multiculturalism in the US

LSP 200

Junior Year

Experiential Learning

Required

Senior Year

Capstone

Required

Learning Domains

Arts and Literature (AL)

2 Courses Required

Philosophical Inquiry (PI)

2 Courses Required

Scientific Inquiry (SI)

3 Courses Required

(**Note** : One must be Lab)

Self, Society and the Modern World (SSMW)

2 Courses Required

Religious Dimensions (RD)

2 Courses Required

Understanding the Past (UP)

2 Courses Required

Note: Courses offered in the student's primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the JYEL requirement.

Quantitative Reasoning and Technological Literacy : All Communication students must complete the placement exam for Quantitative Reasoning and Technological Literacy. Students must complete the one course into which they place (LSP 120 or LSP 121). Students who complete both LSP 120 and LSP 121 take one less Domain course. Students may not apply the course reduction to any Domain where only one course is required, and if taken within the SI Domain, the reduction cannot be applied to the SI Lab requirement.

Effective Summer 2010, changes were made to the liberal studies domain requirements allowing for more flexibility. Current students may also benefit from the less restrictive LSP domain requirements. Please note that the change is reflected in this liberal studies requirement grid.

College of Communication - Undergraduate Studies □ Degree Programs □ Bachelor of Arts in Media and Cinema Studies □ Core Requirements

Core Requirements

The Bachelor of Arts in Media and Cinema Studies

The College of Communication, located at the Loop Campus, offers a variety of courses leading to a Bachelor of Arts degree in Media and Cinema Studies. The BA in Media and Cinema Studies strategically combines faculty expertise, cutting-edge facilities, and a variety of course offerings within Communication, the School of Cinema and Interactive Media (CIM) (e.g., Digital Cinema), and other University units to provide students with the critical frameworks, creative opportunities and technological expertise to become socially responsible leaders in the growing and converging areas of media studies. The major combines a rich course selection in four areas of study: film, radio, TV, and new media. Coursework combines theory and critical analysis with production courses taught at both the Lincoln Park (e.g., radio) and Loop campuses (e.g., television/video or cinema).

The Media and Cinema Studies Full-Time Faculty

LUISELA ALVARAY, PH.D.,
Assistant Professor,
University of California, Los Angeles

PAUL BOOTH, PH.D.,
Assistant Professor,
Rensselaer Polytechnic Institute

KEVIN BOZELKA, PH.D.,
Visiting Assistant Professor,
University of Texas, Austin

MICHAEL DEANGELIS, PH.D.,
Assistant Professor,
University of Texas, Austin

KELLY KESSLER, PH.D.,
Assistant Professor,
University of Texas, Austin

DANIEL MAKAGON, PH.D.,
Assistant Professor,
University of South Florida

SCOTT VYVERMAN, M.A.,
Instructor,
Northeastern Illinois University

The Media and Cinema Studies Major

In addition to the three core College of Communication courses, students take two Media and Cinema Studies core courses, four classes from the History/Criticism area and one class from the Production area. Students majoring in Media and Cinema Studies may take as many as three electives from any College of Communication or Digital Cinema offerings. All Media and Cinema Studies majors must complete a total of 13 classes, or 52 credit hours.

Common Core

Three core courses are required of all College of Communication students:

- CMN 101, Introduction to Human Communication
- CMN 102 (formerly CMN 110), Introduction to Mass Communication
- CMN 103 (formerly CMN 203), Intercultural Communication

Students are encouraged to complete all three prior to taking additional coursework in the major.

Program Requirements

All Media and Cinema Studies majors must take the following two program requirements:

- MCS 271 (formerly CMN 271), Media and Cultural Studies
- MCS 273 (formerly CMN 273), Film/Video Analysis

In addition, students select a minimum of four History/Criticism courses from the following:

- MCS 207 (formerly CMN 207), History of Cinema I, 1890-1945
- MCS 208 (formerly CMN 208), History of Cinema II, 1945-1975
- MCS 209 (formerly CMN 209), History of Cinema III, 1975-present
- MCS 231, Introduction to Documentary Studies
- MCS 331, Topics in Documentary Studies
- MCS 341 (formerly CMN 341), Topics in Radio Studies
- MCS 342 (formerly CMN 342), History of Television and Radio
- MCS 348 (formerly CMN 348), Topics in Film Genre
- MCS 349 (formerly CMN 349), Topics in Film Studies
- MCS 350, Topics in Global Cinema
- MCS 351, Topics in Television Studies

- MCS 352, Topics in New Media
- MCS 353 Topics in Media Studies
- MCS 354 Topics in Mass Media
- MCS 375, Spanish Language Television and Media
- MCS 383, Talking about Film: Theory and Criticism
- CMNS 309 (formerly CMN 309), International/Global Communication
- CMNS 337, Asian-American Media Representations
- CMNS 366 (formerly CMN 366), Communication, Technology, & Society
- CMN 394: Advanced Communication Internship

Prior course credit for CMN 272: Concepts in Media Design; or CMN 347: Mass Media Criticism can count as toward History/Criticism electives as well.

Students select a minimum of one Production course from the following:

- MCS 339 (formerly CMN 339), Radio Broadcasting
- MCS 373 (formerly CMN 373), Audio Documentary
- MCS 386 (formerly CMN 386), Radio Production
- MCS 389, Topics in Media Production
- DC 200, Media Literacies
- DC 201, Introduction to Screenwriting
- DC 210, Digital Cinema Production I
- DC 215, Digital Sound Design
- DC 220, Editing I
- DC 272, Writing for Television
- DC 275, Cinematography and Lighting
- DC 271, Introduction to Television Production
- DC 310, Digital Cinema Production II
- DC 301, Advanced Screenwriting I
- DC 371, Documentary Production
- DC 372, Topics in TV Production
- JOUR 276, Photojournalism
- ANI 101, Animation
- ANI 105, Motion Design
- ART 328, Documentary Photography

Latino Media and Communication concentration:

Students interested in pursuing a concentration in Latino Media and Communication may refer here for information about concentration requirements.

Internship Credit

Students in the major may take CMN 394, Advanced Communication Internship (when placement relates to the major) and CMN 395 Communication Internship Special Project for credit. In order to take CMN 394 and CMN 395, students must have completed the three communication core courses (CMN 101, CMN 102, CMN 103) two courses in the chosen major and have fulfilled internship program eligibility requirements.

Unrestricted Electives

Students complete the bachelors degree in Media and Cinema Studies by taking an additional 56 quarter hours selected from any courses offered by DePaul University.

Course Descriptions

MCS 207 History of Cinema I, 1890-1945 (cross-listed with DC 207 and HAA 278)

This course examines the history of cinema as one of the most influential cultural forms of the 20th Century. We will study the aesthetic and technological developments of cinema during its first 50 years, as well as examine the social and economic factors shaping its history. Initially influenced by other art forms theater, literature, painting filmmaking quickly acquired its own formal system, language, and traditions. We will trace the changing styles, techniques, content, and methods of filmmaking as an art form, as popular culture, and as an industry. Lab for film viewing required.

MCS 208 History of Cinema II, 1945-1975 (cross-listed with DC 208 and HAA 277)

This course covers the continued rise and development of cinema from 1945 to 1975. The course will have a dual focus, looking simultaneously at both the American studio system and international cinemas. The lectures, screenings, and discussions place equal emphasis on charting the development of cinematic techniques as well as examining the growth of specific national cinemas. In addition, the course surveys international stylistic trends in narrative, documentary, and avant-garde film. Students will acquire a broad understanding of the institutional, social, technological, and aesthetic forces that have shaped the development of cinema during the mid-twentieth century. Lab for film viewing required.

MCS 209 History of Cinema III, 1975-present (cross-listed with DC 209 and HAA 279)

This final course in the film history sequence is designed to introduce students to a sense of modern film history and the multiple permutations of cinema around the globe. It presents film history from a global perspective, concentrating primarily on the development of new national and transnational cinemas. The course continues to chart the development of the American studios since the mid-1970s while examining the effects of media consolidation and convergence. Moreover, the course seeks to examine how global cinemas have reacted to and dealt with the formal influence and economic domination of Hollywood filmmaking on international audiences. Lab for film viewing required.

MCS 231 Introduction to Documentary Studies

This course examines the rise and growth of documentary forms, including audio, film, television, photography, literary journalism and ethnography. Students will study representative works from each documentary approach and learn to analyze the techniques of observation and representation at use in these pieces. Students will become familiar with major theoretical constructions of documentary and be able to use these analytical tools to critique documentary forms. Lab for film viewing required.

MCS 271 Media and Cultural Studies

This course provides students with a theoretical and methodological background in the interdisciplinary field of cultural studies, which considers media and culture as sites for the construction and contestation of race, class, gender, ethnicity, sexuality and nation. The course provides a foundation in critical cultural studies, ideology critique, critical race and gender studies, transnational media studies and active audience studies.

MCS 273 Film/Video Analysis

This course covers basic concepts and terminology of film and video as forms of art and mass culture. This course covers the aesthetic systems that constitute film and video: plot structure, sets, costumes and makeup, acting, lighting, cinematography, editing, and sound. We consider how the interaction of these elements produces meaning in film and video. We also examine how these concepts are practiced in film and digital video production. After mastering the aesthetic concepts, students also examine their use in different modes of film communication: fiction, documentary, and the avant-garde as well as their functions in animation and gaming. Lab for film viewing required.

MCS 286 Radio Practicum (prerequisite: permission of instructor)

Students who already actively participate at DePaul's radio station have the opportunity depending on the station's needs to produce on-air announcements, specialized broadcasts (weather, sports, University-based topics), newscasts, and assist station managers with their day-to-day responsibilities for MCS credit. In addition to working at the radio station, students must successfully complete a short research project on an approved topic. Students must receive instructor approval prior to registration: 1-2 credits per quarter depending on job responsibilities, 4 credits maximum prior to degree completion.

MCS 331 Topics in Documentary Studies

A rotating topics course that could focus on specific historical era or specific group of texts or documentarians from across film, television, audio, writing, photography. Courses like Feminism & Documentary, and Political Documentary fit under this heading.

MCS 339 Radio Broadcasting

The overall objectives of this course are to familiarize students with the radio broadcasting industry, the history of the medium and current issues facing broadcasters. Furthermore, we will discuss matters such as indecency, deregulation, and the many challenges that terrestrial radio is likely to face from Internet and satellite broadcasters. Additionally, we will discuss job responsibilities in the radio industry as well the day-to-day operations at radio stations. Finally, it is expected that students will be well prepared for advanced radio production and radio and television internships as a result of succeeding in this course.

MCS 341 Topics in Radio Studies

Subjects rotate among several historical and conceptual topics, such as Rock Radio, Talk Radio, Gender and Radio, Radio and American Culture, etc. Students will have the opportunity to build upon the foundations of radio that are explored in other radio courses. Radio topics courses are considered advanced study in the subject area; therefore, students are encouraged to complete MCS 339 or MCS 342 prior to taking a radio topics course.

MCS 342 History of Television and Radio

A history of radio, television, and cable that examines their relations to other media industries including programming, economics, industrial structures, audiences, government and industry policies, and social effects. The course includes viewing, analysis and criticism of significant and representative programming.

MCS 348 Topics in Film Genre

This course offers an historical examination of film genres, with a varying focus on one particular genre: film noir, musicals, melodrama, detective/gangster film, science fiction film, comedy, Western, animation, youth films. The course explores the relationship of genres to general social histories. Lab for film viewing required.

MCS 349 Topics in Film Studies

Examination of a particular era of film history or national cinema, film movements, or moments in social history and their relationship to film production. Topics currently in rotation include Film Sound Studies, American Films of the 1970s, War and Film, feminist film, Psychoanalysis and Cinema, etc. Lab for film viewing required.

MCS 350 Topics in Global Cinema

This course is designed as a critical study of global filmmakers and the issues surrounding cinema and its transnational circulation. The class will examine specific aspects of the growth and evolution of cinema and look at points of contact between different cultural discourses, national cinematic styles, genres, and reception. Recent topics have included Latin American Cinemas, Asian Cinemas, Transnational Cinema, New German Cinema, History of French Film, Contemporary Global Directors, etc. Lab for film viewing required.

MCS 351 Topics in Television Studies

This course offers advanced study of television as a unique audio-visual culture with its own history and styles. This course presumes basic knowledge of television terms and methods of media analysis. Studies of a selected aspect of television history, television criticism, or national television are offered regularly. Recent topics have included Global Television, Reality TV, American TV of the 1950s, Television News, etc.

MCS 352 Topics in New Media

This course examines the effects of new and/or digital media on interpersonal communication, media industries, and/or media culture. Depending on the specific focus of this variable elective course, it might focus on economic, social, political, or aesthetic implications of new media, including the Internet, interactive games, and other new media technologies and applications.

MCS 353 Topics in Media Studies

This is a rotating topics class for subjects that encompass a number of different media, including radio, television, film. Possible topics may include: Media and Politics,

Contemporary News Media, Reception Studies, Fan Studies, etc.

MCS 354 Topics in Mass Media

This is a rotating topics class for subjects that span a broad range of media outlets, from radio, television, film, and new media to journalism, advertising, and public relations. Possible topics may include: Chinese Mass Media, Children's Media, Media and Censorship, Media Regulation, etc.

MCS 373 Audio Documentary

This course uses hands-on projects so that students can explore the steps in the process of creating an audio documentary. Through practical application students consider questions that surround the interpretation of cultural experience. Additionally, students analyze a variety of approaches to audio documentary in an effort to understand better this significant form of storytelling. There is a lab fee for this course.

MCS 375 Spanish Language Television and Media

Drawing from Latin American and U.S. television studies, this course explores the political, industrial and cultural dynamics that shape televisual representations in Latin American television and/or Spanish language Television in the US. More specifically, Spanish-language television and media will be examined from interdisciplinary frameworks, which include the cultural analysis of televisual modes, national and international regulations of media production and distribution, histories of production, and ethnographies of viewing.

MCS 383 Talking about Film: Theory and Criticism (prerequisite: MCS 273 or permission of instructor)

This course is designed to offer a comprehensive survey of the major theoretical approaches from the 1910s to the present. The purpose of this course is to familiarize students with a wide range of disciplines (film, art history, philosophy, psychology, etc.) and how these ideas both inflected the development of classical film theories as well as the evolution of cinema. To achieve this, you will survey key theoretical texts and integrate these readings with films shown throughout the semester. In doing so, we will try to understand the contributions of these theorists to the field of film studies as well as the intellectual movements from which they draw their ideas. Moreover, the scope of the course seeks to examine the overall process whereby theoretical discourse develops historically. Lab for film viewing required.

MCS 386 Radio Production (prerequisite: MCS 286, MCS 339, or permission of instructor)

Students will learn radio broadcasting and audio production techniques. Students will work in a lab environment to complete broadcast quality production work. Though the emphasis of the course will be on broadcast writing, speech, and production techniques, students will have the opportunity to perform on-air shifts at DePaul's radio station and complete non-traditional production work, such as podcasts.

MCS 389 Topics in Media Production

This course is a rotating topic course in areas of media production and may include classes such as Podcasting, Advanced Radio Production, Advanced Audio Documentary, Radio News, Multimedia Production, etc. There may be a lab fee for the course.

ANI 101 Animation

Course introduces a variety of basic animation techniques for cinema and gaming, such as hand-drawn, cutout, stop-motion and (very basic) 3D, with an emphasis on the use of computer technology. Examples of diverse animation genres and styles (experimental, cartoon, anime, special effects, computer games) from different cultures will be screened and discussed. Students will explore the unique qualities of the medium through a series of hands-on projects that can be adapted to their own personal interests. They will learn about professional animation process (storyboard and animatic) during the production of a final project that encourages them to consider the role and potential of animation in our society.

ANI 105 Motion Design

This course introduces the basic concepts of design for time-based digital media. Students study the principles of composition and color theory, and how these are affected by movement, duration and display. Vector and bitmap manipulation tools are explored in relation to game design, video and Internet production.

ART 291 Art and Social Interaction: Documentary Video

Topics in the relationship between art and community action.

ART 328 Documentary Photography

Exploration of photographic concepts and techniques used in artistic, journalistic and sociological documentation.

CMN 101 Introduction to Human Communication

This core course is required of all majors in the College of Communication. The class provides an introduction to the field of relational, group, and organizational communication. Students become acquainted with the basic terms, concepts and theoretical perspectives used to examine communication in dyadic, group, and organizational contexts.

CMN 102 Introduction to Media Communication (formerly CMN 110)

This course offers students a broad overview of the mass media (print, film, video, recorded music, radio, television and the internet) with a particular focus on how these media impact our everyday lives. Students will develop critical frameworks for understanding how power operates across the media spheres of production, circulation, representation and reception. Attention is placed on how the social categories of race, class, gender, sexuality, ethnicity, age and nationality inform each of these media spheres. The course also considers how recent developments in digital technologies, media convergence and globalization have transformed our media culture.

CMN 103 Intercultural Communication (formerly CMN 203)

This course is required for all majors in the College of Communication. The class explores issues pertaining to communication and culture. Here, we consider the important role of context (social/political, historical, and interpersonal) in cultural interactions. Specifically, we examine the complex relationship between culture and communication from three conceptual perspectives: the social/psychological, the interpretive, and the critical.

JOUR 276 Photojournalism

Introduction to the theoretical and technical foundations of photography with exploration of the medium's aesthetic, documentary and narrative purposes.

CMNS 309 International/Global Communication

Focuses on the world of international/global news flow and media systems in a comparative manner. Emphasizes changes that have followed the modernization of the media, the impact of globalization on individual countries, attempts to preserve the cultural character of domestic media content in the face of increased amounts of imported products, and the effects of new communication technologies, particularly the Internet.

CMNS 337 Asian American Media Representations

Critically examines how Asian Americans have been represented in historical and contemporary media texts. Students explore the social construction of Asian Americans from selected films, TV shows, and print media and how these media constructions have affected Asian Americans self-perceived identity and perpetuated stereotypes, prejudice, and racism against Asian Americans in the United States. The course takes an interdisciplinary approach in the analysis of the media images and explores issues of power, identity, race, gender, class, sexual orientation and the interaction of these factors in the representation of Asian Americans.

CMNS 366 Communication, Technology, & Society

Survey of a variety of contemporary and historical issues related to the introduction and diffusion of communication technologies in society. Especially examines how new technologies, particularly the Internet, are transforming the communication landscape. Emphasis on issues of intellectual property, surveillance, privacy, regulation, message construction, and access will be a central component of the course.

JOUR 377 Topics in Journalism: Literary Journalism

This course explores a history of literary journalism, paying special attention to the unique intersections of process and product in this form of cultural reporting. Students will read the work of literary journalists and write a literary piece that could be published in a literary magazine or Internet site.

DC 200 Media Literacies

This course is designed to help students develop an informed, critical and practical understanding of new communication media, including ways to read, write and produce in a digital environment. We will explore implications of these technologies and their uses in schools, communities, and workplaces. The course also focuses on practices involving current and future technologies that hold promise for the creation and distribution of all media.

DC 201 Introduction to Screenwriting

This course focuses on narrative storytelling and encourages students to find their unique voices, while emphasizing the critical importance of working as part of a creative team. Emphasis is placed on telling a story in terms of action and the reality of characters in cinema, animation and gaming. The difference between the literary and visual medium is explored through individual writing projects and group analysis. In addition, the nature of the interactive story will be examined focusing on the differences as well as the similarities between gaming and the other narrative forms.

DC 210 Digital Cinema Production I

A beginning workshop in digital cinematic expression, this course deals with grammar and construction of visual storytelling through editing materials and through learning simple scripting and storyboarding. Use of a mini DV camera as well as basic editing software is taught, and students shoot projects of increasing complexity while learning to use the medium to tell a visual story with a point.

DC 215 Digital Sound Design

This course examines the place of sound in cinema, both artistic and technological. The course will cover the basics of sound, microphones, and analogue-to-digital conversion. Lectures, readings, and film clips will be used to illustrate the language of film sound, as practiced by film directors, sound designers, and editors. Students will learn to edit sound assignments with Pro Tools and other appropriate technologies.

DC 220 Editing I

Students analyze and assemble dramatic scenes under a variety of conditions and narrative strategies. Editing theories, techniques and procedures, issues of continuity, effects, movement and sound are examined as they relate to the fundamentals of cinematic montage and visual storytelling.

DC 271 Introduction to Television Production

This course provides basic studio exercises and productions where the students become familiar with the tools of the medium and the processes involved in the creation of complete television programs. Emphasis is placed on understanding the role that software and hardware play in the structuring of visual and sound to communicate through television. The focus is on finding, writing, editing and delivering media content.

DC 272 Writing for Television

The primary objective of this course is to learn how to write for television, for both network and cable, focusing on fiction and non-fiction TV programs including news, talk, documentaries, dramas and comedies. The course will assist students in improving their writing skills as well as help them understand the basic approaches and techniques in writing for television.

DC 275 Cinematography

Course gives students working knowledge of DV and HD camera equipment and lighting. Operation and maintenance procedures are specified for each camera. The duties of the camera assistant and operator are also covered. Course introduces basic cinema and animation lighting techniques for students with little or no studio lighting experience. Students become familiar with the uses of standard pieces of lighting equipment, and important safety procedures. The role of grip and gaffer on the movie set is also explored. Special attention will be given to important light measuring techniques including use of the spot meter. Course encourages intelligent, thoughtful approaches to lighting and cinematography based on dramatic structure and script.

DC 301 Advanced Screenwriting I

In this course, students study, analyze and produced motion picture scripts. This course emphasizes the use of traditional storytelling, classic mythology and how these devices apply to contemporary screenplays. Students will move from concept/treatment to a completed first act of a feature length screenplay of their own.

DC 310 Digital Cinema Production II

This class presents a variety of topics and experiences that are designed to broaden the student's understanding of the art of cinematic storytelling and montage. Work on more advanced projects is integrated into the class as a means to understanding of advanced editing tools and techniques.

DC 371 Documentary Production

This course uses hands-on projects to explore each step in the process of documentary filmmaking. Inherent to the study are technical considerations, such as lighting and handheld spontaneous style and editing the complex structure of the documentary

DC 372 Topics in TV Production

This course is a hands-on experience in television production of news and public affairs programs. Students learn through theory and practice the role TV Producers and their teams play in creating various TV programs.

LST 300 Topics in Latin American Studies: Documentary in the Americas

This course explores the various forms and functions of documentary in Latin American countries and created by Latin American documentary filmmakers and videomakers.

MUS 208 Community Audio Art Production

This Experiential Learning course involves collaborative art production, electro-acoustic and computer music, experimental sound techniques, radio art, political music, socially engaged audio documentary, soundscape design, field recordings, sound installation, conceptual art, public service announcements, and interdisciplinary art. In addition to a historical survey of works in this genre, students will complete one group project and one solo project. This course may only be used as a free elective for students in the School of Music.

CMN 394 Advanced Communication Internship

Placement of students in business, industry, or not-for-profit major specific internships. Opportunities in advertising, public relations, journalism, radio and television, museums and philanthropic outreach organizations. Program open to communication majors and minors who meet eligibility requirements.

CMN 395 Communication Internship Special Topics

This course is for students who wish to receive academic credit for a second or third internship. Must be a Communication major or minor who has completed CMN 394 or ISP250 and meets eligibility requirements. Must be taken concurrently with an internship. Topics include building and managing a communication career, effective networking, and leadership development.

Bachelor of Arts in Communication and Media

College of Communication - Undergraduate Studies ▫ Degree Programs ▫ Bachelor of Arts in Communication and Media

Liberal Studies Requirements

Core Requirements

Liberal Studies Requirements

First Year Program	
Chicago Quarter	LSP 110 or LSP 111
Focal Point	LSP 112
Writing	WRD 103 and WRD 104
Quantitative Reasoning & Technological Literacy	LSP 120 and LSP 121 (Note: This proficiency can be met through exams at QRC .)
Sophomore Year	
Multiculturalism in the US	LSP 200
Junior Year	
Experiential Learning	Required
Senior Year	
Capstone	Required
Learning Domains	
Arts and Literature (AL)	2 Courses Required
Philosophical Inquiry (PI)	2 Courses Required
Scientific Inquiry (SI)	3 Courses Required (Note : One must be Lab)
Self, Society and the Modern World (SSMW)	2 Courses Required
Religious Dimensions (RD)	2 Courses Required
Understanding the Past (UP)	2 Courses Required

Note: Courses offered in the student's primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the JYEL requirement.

Quantitative Reasoning and Technological Literacy : All Communication students must complete the placement exam for Quantitative Reasoning and Technological Literacy. Students must complete the one course into which they place (LSP 120 or LSP 121). Students who complete both LSP 120 and LSP 121 take one less Domain course. Students may not apply the course reduction to any Domain where only one course is required, and if taken within the SI Domain, the reduction cannot be applied to the SI Lab requirement.

Effective Summer 2010, changes were made to the liberal studies domain requirements allowing for more flexibility. Current students may also benefit from the less restrictive LSP domain requirements. Please note that the change is reflected in this liberal studies requirement grid.

Core Requirements

The Bachelor of Arts in Communication and Media

The College of Communication offers a variety of courses leading to a Bachelor of Arts degree in Communication and Media. The BA in Communication and Media offers students the opportunity to pursue coursework in communication and media that draws upon two or more related areas of study. This degree will provide flexibility for transfer students and others who have not determined their precise career trajectory, while affording them the fundamental communication and critical thinking skills needed to enter jobs across the public, private and non-profit sectors, or to continue their education in academic or professional post-graduate programs. This major is designed especially for those students holding allied field interests, as well as those who would like to complete a communication degree, by taking mostly evening courses. In order to complete this degree, College of Communication students have the option of pursuing coursework from any of the four other majors offered.

Communication and Media Major

Communication and Media majors must complete the three core courses required of all College of Communication students. In addition, they must take ten electives from among the College of Communication course offerings. Five of these courses must be 300-level classes. All Communication and Media majors must complete a total of 13 classes, or 52 credit hours.

Common Core

Three core courses are required of all College of Communication students:

- √ CMN 101, Introduction to Human Communication
- √ CMN 102 (formerly CMN 110), Introduction to Mass Communication
- √ CMN 103 (formerly CMN 203), Intercultural Communication Students

are encouraged to complete all three prior to taking additional coursework in the major.

Electives Requirement

Students select their remaining ten courses from among the course offerings of Communication Studies, Journalism, Media and Cinema Studies, and Public Relations and Advertising, including up to two classes from Digital Cinema.

Internship Credit

Students in the major may take CMN 394, Advanced Communication Internship (when placement relates to the major) and CMN 395, Communication Internship Special Topics for credit. In order to take CMN 394 and CMN 395, students must have completed the three communication core courses (CMN 101, CMN 102, CMN 103) two courses in the chosen major and have fulfilled internship program eligibility requirements.

Unrestricted Electives

Students complete the bachelors degree in Communication and Media by taking an additional 56 quarter hours selected from any courses offered by DePaulUniversity.

Latino Media and Communication Concentration

Students interested in pursuing a concentration in Latino Media and Communication may refer here for information about concentration requirements.

Concentrations

Latino Media and Communication

College of Communication - Undergraduate Studies ▫ Concentrations ▫ Latino Media and Communication

Latino Media and Communication

Concentration 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. Students opting to pursue a concentration in Latino Media and Communication may not pursue a minor in the same subject area.

Learning Goals.

Students who complete the concentration 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.

The Curriculum.

One required core course. Students may choose from EITHER of the following to meet the core course requirement:

LST 202 Multiculturalism in the United States: The Construction of Latino Communities

An introductory course that highlights the experiences of the major Latino groups in the United States. It brings together insight from history, politics, sociology, anthropology, literature, film and art to explore the social and cultural experiences of the Latino communities. The course deals with issues of immigration, relationships to home countries, border cultures, identity, and strategies of employment.

CMNS 335 Latino Communication, Culture, & Community

Examines the relationships among Latino cultures, communication, institutions, and public and private life. Students explore the possibilities and problems of contemporary forms of community through service in Latino community organizations. The course also fulfills the junior year experiential learning requirement through community based service learning.

Any additional three courses from:

LST 202 Multiculturalism in the United States: The Construction of Latino Communities

An introductory course that highlights the experiences of the major Latino groups in the United States. It brings together insight from history, politics, sociology, anthropology, literature, film and art to explore the social and cultural experiences of the Latino communities. The course deals with issues of immigration, relationships to home countries, border cultures, identity, and strategies of employment.

CMNS 335 Latino Communication, Culture, & Community

Examines the relationships among Latino culture, communication, institutions, and public and private life. Students explore the possibilities and problems of contemporary forms of community through service in Latino community organizations. The course also fulfills the junior year experiential learning requirement through community based service learning.

CMNS 308 Topics in Cultural Discourse: Photography and Culture (cross-listed with MCS 353, Topics in Media Studies: Photography and Culture)

Examines some of the foundations of Latino culture in both Mexico City and Chicago through a two one-week immersion experiences in each city. Students create photographic projects while examining the history, cultural discourses, rituals, and other aspects of culture in the Latino communities in both countries. The immersion weeks each involve 5 day-long classes with lectures and field trips. This is an exchange program with Universidad Panamericana in Mexico City.

JOUR 377 Journalism Topics (for designated Latino-focused topics)

This course allows students to sample a range of topical offerings in journalism that have included press law and ethics, arts and entertainment reporting, business and finance reporting, science and technology reporting, health and medicine reporting, tabloid journalism, war reporting, and reporting religion and moral issues. Topics for this concentration might include: Covering the Latino Community in Chicago, Covering the Immigration Debate, Latino Popular Culture (Prereq: JOUR 275).

LST 300 Topics in Latin American Studies: Documentary in the Americas This course explores the various forms and functions of documentary in Latin American countries and created by Latin American documentary filmmakers and videomakers.

MCS 350 Topics in Global Cinema: Latin American Cinemas

This course is designed as a critical study of global filmmakers and the issues surrounding cinema and its transnational circulation. The class will examine specific aspects of the growth and evolution of cinema and look at points of contact between different cultural discourses, national cinematic styles, genres, and reception. Artistic, social, political, and industrial issues will be examined to provide different models of cinematic creation and consumption. Lab for film viewing required.

MCS 375 Spanish-Language Television and Media

Drawing from Latin American and U.S. television studies, this course explores the political, industrial and cultural dynamics that shape televisual representations in Latin American television and/or Spanish language Television in the US. More specifically, Spanish-language television and media will be examined from interdisciplinary frameworks, which include the cultural analysis of televisual modes, national and international regulations of media production and distribution, histories of production, and ethnographies of viewing.

PRAD 361 Account Planning and Consumer Insights for Latino Markets

This course encompasses both the similarities and differences of Latino consumers in the U.S. and explores the differences among the unique Latino cultures, their media habits and the effectiveness of using various promotional tools to affect their consumer behavior. The account planner represents the voice of the consumer in the advertising process. This course will examine the role of account planning and its relationship within advertising agencies to creative development. Special emphasis will be placed on the qualitative and ethnographic research techniques used by planners, and the role that curiosity and empathy play in understanding different Latino consumer audiences to gain insight about these groups' motivations and behaviors. Prerequisite: PRAD 244.

PRAD 362 Latino Strategic Communication Campaigns

Focuses on how to effectively target messages to Latino populations in ways that move

beyond stereotypic and simplistic models of Latino audiences. Emphasis on developing culturally relevant integrated campaigns that incorporate appreciation of the diversity of Latino audiences. Students learn creative strategies for dialoguing with Latino consumers, customers, stakeholders, and influencers to develop public relations and advertising messaging in both the commercial and non-profit sector. Distinctive characteristics of the Latino population are considered, along with the rich diversity of these communities. Consideration given to effective use of new media and strategic decisions about communicating in English versus Spanish. Prerequisite: PRAD 244 and PRAD 255.

PRAD 392 Special Topics in Advertising

This course allows students to sample a range of topical offerings in advertising that have included Media Planning, Advertising in the Digital Age, Ad Copywriting, Advanced Advertising Campaigns, Consumer Promotions, and Psychology of Advertising. Topics for this concentration might include: Media Planning for Latino Markets, Ad Copywriting for Latino Markets, The Advertising Industry in Latin America. Prerequisite: PRAD 244

PRAD 391 Special Topics in Public Relations

This course allows students to sample a range of topical offerings in public relations that have included International Communication and PR, Event Planning, and Study Abroad. In addition to these topics, new topics for this concentration might include Media Relations in Latin America, The Use of Social Media Among Latinos, Marketing PR Strategies for Latino Markets, and other Latino relevant topics. Prerequisite: PRAD 244 or PRAD 255.

MKT 340 Marketing across Cultures Latin Markets

The course is designed to challenge students to think critically about culture and international marketing, with an emphasis and perspective on Latin America. The course is structured to examine cross-cultural and intercultural approaches that intertwine with the international business environment and the impact that both have on the marketing of goods and services.

MKT 341 Integrated Marketing Communication: Multicultural Markets

An overview of the principles of integrated marketing communications and how these are applied to the growing multicultural market in the US. The course will focus on the application of integrating marketing principles to this increasingly complex and fragmented market. The course includes an overview of the multicultural markets, media environment, and the tools available for designing integrated marketing communications programs, including promotions. The course structure will include statistical reports, case studies, exercises, experiences and guest lectures. Real-life cases will be studied in the class with students delivering a mini-advertising/IMC plan at the end of the course.

CMN 394: Advanced Communication Internship

Placement of students in business, industry, or not-for-profit major specific internships. Opportunities in advertising, public relations, journalism, radio and television, museums and philanthropic outreach organizations. Program open to communication majors and minors who meet eligibility requirements.