

# Communication Department

## 2019 J-Term On-line Course Descriptions

**CMN 455. Introduction to Media Studies.** This course is intended to be a broad survey course covering historical, critical, and theoretical approaches to studying media and society. This course is designed both as a general introduction to the field of media studies for non-majors, as well as to prepare communication majors for more advanced level studies. Major themes of the course include: the relationship between media and society, the historical trajectories of mass media, media industry and structure, and critical perspectives on how media influence our worldview. The emphasis in this class is not on learning rote facts, although you will be exposed important vocabulary and terms related to the study of media. Instead, we will work on the more difficult process of examining media through concepts and ideas that help you become a more critical thinker and citizen in our media saturated world. Professor Michael Soha

**CMN 456. Propaganda and Persuasion.** Introduction to theories of propaganda and persuasion. Examination of symbolic strategies designed to secure or resist social and institutional change. Attention given to case studies of social, political, economic, and religious reformation. Special consideration of the ethical ramifications of such efforts. Professor Robert Jackson

**CMN 519. Advertising as Social Communication.** Advertising is ubiquitous in contemporary consumer society. On any given day, we are exposed to hundreds of messages designed to attract our interest, patronage, and loyalty. These messages appear on social media and television, in streaming entertainment and product placements, on branded clothing and outdoor signs, and even sports stadiums.

This course considers the historical development and cultural significance of advertising. How did all of this advertising come to be and what does it mean? How are our attitudes, behaviors, values, and beliefs influenced (or not) amid a sea of advertising? By analyzing the form and content of advertising in both new and traditional media, this course explores the role of advertising as a system for inciting desire, fostering social identities, and shaping the way we think of ourselves and others. Professor Josh Lauer.