



# DEPARTMENT OF COMMUNICATION

The Communication major studies the history, processes, and effects of human communication. Students may pursue a degree in general Communication Studies or in one of the specializations below.

## Specialization Options

### HEALTH AND SCIENCE COMMUNICATION

Examines how health, risk, and science-related issues are communicated by individuals, groups, cultures, and media with particular attention given to effects of messages on public opinion and human behavior.

Course topics include:

- Health Communication Theory and Practice
- Health and Media Campaigns
- Risk Communication
- Crisis Communication
- Science Communication

### MEDIA AND DIGITAL COMMUNICATION

Examines how messages are produced and disseminated to audiences by traditional media (i.e., television and newspapers) and emerging new digital media.

Course topics include:

- Media History and Criticism
- Black Discourse and Digital Society
- Technology and Digital Culture
- Media Effects
- Media Campaigns
- Digital Media and Message Production
- Digital Media and Advocacy

### POLITICAL COMMUNICATION AND PUBLIC ADVOCACY

Examines how political messages are communicated in political settings including governmental institutions (international, national, state, and local levels) non-governmental organizations (NGOs and community groups), and activist groups (social movements).

Course topics include:

- Political Communication
- Politics, Media and Digital Culture
- Public Deliberation and Political Advocacy
- Protest Rhetoric
- Public Address and Historical Research
- Rhetoric of Black America
- Speech Writing
- Political Advertising

### PUBLIC RELATIONS

Examines how messages are strategically managed to build and maintain relationships with groups that enhance organizational success, shape public opinion, and promote corporate social responsibility.

Course topics include:

- Public Relations Management
- PR Writing and Editing
- PR Campaigns
- Public Relations Research
- Communication Ethics
- Corporate Social Responsibility
- New Media Engagement