

COMM 2330 : Intro to Media Studies

This course introduces students to the discipline of media studies and the fundamentals of rhetoric, strategic communication, representation theory, history of media, genre studies, analysis, and other key themes that allow students to better understand the business, circulation, socio-cultural implications, rhetorical strategies, and humanistic considerations of media, communication, and representation. These foundational skills translate across media modes, genres, and platforms by empowering students to understand and gain a critical awareness of how media and communication impacts our lives, and how our subjective understandings, in turn, impact the processes of production.

Credits 3

Course ID

009430

Semester Offered

Fall semester