

CATALOG YEAR 2011-2012
(Please use separate form for each add/change)

COLLEGE/SCHOOL/SECTION: Department of Language and Literature
Communication

Course: Add: X Delete:

(check all that apply) Change: Number 2305 Title Health Communication SCH Description

Prerequisite Completion of COMM 1311 or COMM 1315

New course will be part of Communication major X minor Communication X
as a required or elective X course

New course will introduce , reinforce , or apply concepts

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

Program: Delete: Add: Change: Attach new/changed Program of Study description and 4-year plan. If in current catalog, provide change and attach page with changes in red.

Minor: Add: Delete: Change: Attach new/changed minor. If in current catalog, provide change and attach page with changes in red.

Faculty: Add: Delete: Change: Attach new/changed faculty entry. If in current catalog, provide change and attach page with changes in red.

College Introductory Pages: Add information: Change information:
Attach new/changed information. If in current catalog, provide change and attach page with changes in red.

Other: Add information: Change information: Attach new/changed information. If in current catalog, provide change and attach page with changes in red.

Approvals:

Chair
Department Curriculum Committee

Signature
Agustin Martinez-Samos

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Manuel Broncano

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Dean

10/13/10

Course Prefix: COMM

Course Number: 2305

Course Title: Rhetoric of Popular Culture

Student Learning Outcomes:

Course Description: The course explores the intersection of rhetorical theory and media imagery. Examines the rhetorical significance of multiple popular mediums of cultural exchange including: television programming, music, film, advertisement, and social media.

Course Prerequisites: COMM 1311 or COMM 1315

Student Learning Outcomes:

1. Students will be able to articulate and build substantial arguments based upon credible evidence.
2. Students will be able to creatively articulate ideas and arguments utilizing written assignments and oral presentations.
3. Students will be able to critically examine theories of communication and their relevancy to contemporary culture.
4. Students will be able to identify multiple media contexts.
5. Students will be able to apply rhetorical criticism methodologies to various mediums of study.
6. Students will increase their competency of communication theory.
7. Students will increase their competency of the rhetorical tradition.

Justification:

Students need to be able to understand the rhetorical influence of the media. Attentive analysis of media imagery allows students to engage in critical thinking and be thoughtful of the types of communication practices they practice and regard.