

## Rhetoric, Activism, and Advocacy Pathway

Students will develop capacities focused on the role of communication in addressing social, political, economic, technological, and environmental issues both locally and globally.



### Careers

- non-profit communication specialist
- lobbyist
- politician
- conflict mediation
- community organizer
- agent of social change
- negotiator

### Pathways

The Department of Communication offers **5 distinct pathways** that overlap and intersect in ways that allow students the flexibility to change paths and customize their experiences. Our other pathways are: Communication and Everyday Life, Media Arts, Performance, and Critical Practice, Media Technologies and Public Culture, Organization, and Communication and Work.

## Major in Communication

We prepare citizen-scholars to tackle the communication challenges and needs of our society through creative, critical, multi-modal, approaches that teach them to **Engage. Create. Critique.** Students pursuing must complete a minimum of 30 hours and 10 courses.

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## Pathway Requirements

### Course Guidelines

Students must take **COMM 100 Communication and Social Process** to start their journey in the Communication major. →

**Starter classes** introduce students to their chosen pathway. Students must take a minimum of two starter classes. There are ten starter classes to choose from in this pathway. →

Students must take three **100-300-level classes**, including their starter courses. There are 18 lower-level classes to choose from in this pathway. →

Students must take three **400-600-level classes**. There are 24 lower-level classes to choose from in this pathway. →

Students must take three **COMM electives** at any level within or across pathways. There are over 60 classes to choose from.

### Course Focuses

Among the ten courses needed for the Major, students must take at least one **Modes of Inquiry** class. These classes focus on teaching students research methods and technology tools. There are over 40 Modes of Inquiry courses to choose from at all levels and cut across all pathways, including COMM 360: Social Media and Society and COMM 471: Rhetorics of Public Memory.

Among the ten courses needed for the Major, students must take at least one **Representation, Identity, and Difference** class. These classes focus on the intersections of diversity, equity, and communication. There are over 40 Representation, Identity, and Difference courses to choose from at all levels and cut across all pathways, including COMM 318: Cultural Diversity and COMM 661: Race and Ethnicity.

Among the ten courses needed for the Major, students must take at least one **COMM Experience** class. These classes focus on preparing students to apply the critical tools they've amassed. There are over a dozen COMM Experience courses to choose from including internships, service learning classes, honors theses, and capstone classes.

# More about the Rhetoric, Activism, and Advocacy Pathway

Students will learn how to engage, critique, and create change in/through communication practices based on stakeholder engagement, deliberation and debate, facilitation and negotiation, dialogic communication, performativity, and rhetorical strategies using interpersonal, small group, and mediated forms of communication. Students may pursue careers as mediators, negotiators, community organizers, communication experts, political strategists, and policy makers, among others, in non-profit organizations, think tanks, government agencies, and businesses.

## Starter Classes

COMM 113 Public Speaking

COMM 130 Introduction to Media Production **1M**

COMM 140 Introduction to Media History, Theory, and Criticism

COMM 170 Rhetoric and Public Issues

## Lower Level Courses

COMM 51 Organizing and Communicating for Social Entrepreneurs

COMM 53 Collective Leadership Models for Community Change **1M**

COMM 61 The Politics of Performance

COMM 62 African American Literature and Performance

COMM 73 Understanding Place through Rhetoric **1M**

COMM 75 Researching Society and Culture **1M**

COMM 82 Food Politics from an Organizational Communication Perspective

COMM 84 3 Make A Zine! Do-It-Yourself Writing, Publishing, and Distribution **1M**

COMM 85 Think, Speak, Argue

COMM 89 Special Topics **4**

COMM 142 Popular Music

COMM 223 Small Group Communication

COMM 312 Persuasion

## Upper Level Courses

COMM 412 Critical Theory

COMM 423 Critical Perspectives on Work, Labor, and Professional Life **2R**

COMM 432 Visual Culture **1M, 2R**

COMM 435 Memory Acts

COMM 437 United States Black Culture and Performance **2R**

COMM 450 Media and Popular Culture

COMM 453 The History of New Media Technology in Everyday Life

COMM 454 Media and Activism **2R**

COMM 470 Political Communication and the Public Sphere

COMM 471 Rhetorics of Public Memory **1M**

COMM 472 Rhetorical Criticism **1M**

COMM 490 Special Topics in Communication Studies **4**

COMM 499 The Dark Side of Interpersonal Communication

COMM 500 Visual and Material Rhetoric **1M**

COMM 521 Communication and Social Memory

COMM 523 Communication and Leadership

COMM 524 Gender, Communication, and Culture **2R**

COMM 527 Organizational Ethics

COMM 549 Sexuality and Visual Culture **2R**

COMM 171 Argumentation and Debate

COMM 224 Introduction to Gender and Communication **1M, 2R**

COMM 249 Introduction to Communication Technology, Culture, and Society

COMM 260 Introduction to Performance and Social Change

COMM 318 Cultural Diversity **1M, 2R**

COMM 349 Technology and Social Justice **2R**

COMM 350 Practices of Cultural Studies **1M, 2R**

COMM 355 Terrorism and Political Violence **1M**

COMM 360 Social Media and Society **1M, 2R**

COMM 371 Argumentation

COMM 372 The Rhetoric of Social Movements **2R**

COMM 374 The Southern Experience in Rhetoric

COMM 375 Environmental Advocacy

COMM 378 Environmental Filmmaking: Creative Production and Social Impact

COMM 390 Special Topics in Communication Study **4**

COMM 393 Internships **3H**

COMM 396 Independent Study and Directed Research

COMM 562 Oral History and Performance **2R**

COMM 571 Rhetorical Theory and Practice

COMM 572 Public Policy Argument

COMM 573 The American Experience in Rhetoric

COMM 574 War and Culture

COMM 575 Presidential Rhetoric

COMM 576 Making and Manipulating "Race" in the United States **2R**

COMM 577 Rhetoric and Black Culture **2R**

COMM 596 Advanced Independent Study/Directed Reading

COMM 624 Hate Speech **2R**

COMM 625 Communication and Nonprofits in the Global Context

COMM 652 Media and Difference **2R**

COMM 658 Surveillance Cultures **2R**

COMM 661 Race and Ethnicity **2R**

COMM 665 Performance, Politics, and Culture **2R**

COMM 667 Performance Activism **2R**

COMM 690 Advanced Topics in Communication Studies **4**

COMM 695 Field Methods **1M**

### Course Focus Legend

Modes of Inquiry - 1M

Representation, Identity and Difference - 2R

COMM Experience - 3H

Needs approval - 4