

**Department of Communication
Themes in Communication, and
Special Topic Courses offered
FALL 2008**

CMUN 218-01H (3154)

Intercultural Communication

For the first time, the course Intercultural Communication is crosslisted with Encountering Latin America (Honors) and temporarily crosslisted with Spanish, aside from Latin American Studies, Peace Studies and International Studies. The course will be team-taught, by Dr. Elizabeth Lozano (CMUN) and Dr. Hector Garcia (SPAN).

CMUN 260-001 (3307)

Cinema History: Post WW II European New Wave

Prerequisite: CMUN 222 Intro to Cinema

This course will focus on the historical development and evolution of the European New Wave and New Cinema film movements which emerge in the decades after WWII. CMUN 260 will introduce students to the historical/theoretical approaches to the analysis of cinema by studying films from the French and Czech New Wave, Italian New Cinema, Yugoslavian Black Wave and the New German Cinema.

CMUN 296-201 (4006)

Mediation/Negotiation—Global Warming

Prerequisite: Junior or Senior status

This course focuses on understanding, learning and applying negotiation and mediation approaches to significant personal, social and global issues including climate change/global warming, immigration, etc., from a communication perspective. Course is limited to juniors and seniors.

CMUN 297-201 (5376)

Lincoln and Citizenship Journalism

Prerequisite: CMUN 271 Reporting and Writing

Commemorating Abraham Lincoln's 200th birthday, this journalism course will explore the continued influence of Lincoln on contemporary society. Students will report and write news stories, blog, record audio and video reports and create a Web site as part of a full-media convergence experience.

CMUN 297-202 (5378)

Sports Journalism

Prerequisite: CMUN 271 Reporting and Writing

This course is designed to give students the fundamentals of sports reporting from game coverage to column writing. Students will cover a beat by doing weekly features, live games stories and advances and learn about issues in sports including race, gender and performance enhancing drug use.

CMUN 298-201 (5380)

Arts and Entertainment Writing

Prerequisite: CMUN 271 Reporting and Writing

This course teaches the fundamentals of writing strong arts criticism, while also emphasizing the fundamentals that make for solid reporting and writing. Students are urged to connect their interests and passions with highly-developed reasoning and descriptive skills to produce the best criticism possible.

CMUN 323-001 (4002)

Film Genre: Contemporary Action Cinema

Prerequisite: CMUN 222

This course will focus on aesthetic and political developments of the mainstream Action Film genre. We will trace its beginnings in early, pre-Hollywood modes; then focus on more contemporary periods, including: urban cop realism of the Vietnam era; post-Vietnam reconstructions of Reagan-era heroism; gender and race bending spectacles of the post-Cold War nineties; and multiple responses of the genre to the post-9/11 context. The course will attempt to link a critical concern with action forms and roles to historically relevant cultural, social and political issues. Students will provide weekly responses to an advanced scholarly literature, in addition to lengthier essay assignments.

CMUN 370-001 (5401)

Communication in Presidential Campaigns

This course will examine the communication strategies employed in the 2008 presidential campaign across various media (speeches, television, Web sites, blogs, email, etc.). We will explore the ways in which those strategies are generic, and the ways in which they are innovative, as we attempt to understand how the campaigns use communication in order to attract and motivate voters.

CMUN 370-002 (5402)

Animation

Prerequisite: CMUN 222 and either CMUN 232 or 235

Animation is a studio course designed to introduce the student to the history and techniques of animation. The course will investigate principles, practices and philosophies of animation, with the primary emphasis on creating several short animations. The student will create sketches, overlays, storyboards and a group and individual animation.

CMUN 370-04W (5857)

Stateville Speaks

Students will work together to edit, design and publish an edition of *Stateville Speaks*, a publication written in collaboration with current Illinois prisoners about topics in criminal justice and prison life. Class involves corresponding with prisoners, individual and team assignments, field trips, and guest lectures in criminal justice, journalism, sociology, social work, ethics, graphic design, critical ethnography, and activism. Writing assignments include journaling, letter-writing, research and an article.

CMUN 371-201 (4163)**Advertising Campaigns****Prerequisite: CMUN 250 Mass Media Advertising**

This course is for students that have completed previous advertising, marketing and research classes. The emphasis will be placed on developing a complete advertising campaign and IMC (Integrated Marketing Communications Plan) recommendation for a real world agency client. Students will work in teams and compete to "win the business".

CMUN 371 202 (4007)**Advertising Media Planning****Prerequisite: CMUN 250 Mass Media Advertising**

The focus of this course will be on developing a real world media plan. The course is designed to provide the fundamentals. Students will work in teams to build a Media Plan that will incorporate traditional, non-traditional and Interactive mediums for a product or service of their choice.

CMUN 372-001 (5415)**STEP: Solution to Environmental Problems: Biodiesel****Prerequisite: Apply for Permission**

Help Loyola become more sustainable. In STEP: Biodiesel, we will cut waste and reduce emissions by turning waste vegetable oil from LUC cafeterias into biodiesel fuel. This unique learning opportunity will integrate lecture, lab/practicum, and team project components. Students will work closely with an interdisciplinary team of faculty to improve Loyola's biodiesel production facility, make biodiesel, and investigate scientific, social, political, and economic dimensions of alternative fuel adoption.

Participation in the course is by consent of instructors. A written description of your interest in the course and how it fits into your long-term goals will be required. Interested students should contact Alison Varty at avarty@luc.edu to learn more.

CMUN 372-201 (5404)**Writing for Public Relations****Prerequisite: CMUN 265 Public Relations**

The course examines the key components of effective public relations writing. Students practice and refine their writing experience with: pitch letters, media alerts, news releases, fact sheets, bios, speeches and Web copy.

Capstones, Internships, and Independent Studies Courses:**CMUN 380-385 Topics Practicum****Prerequisite: Faculty sponsor and Department permission**

CMUN 383-201 Journalism Practicum is a Capstone Course for the Journalism major and is required in your senior year.

Prerequisite: Instructor and Department permission

This course, created for graduating seniors, helps move students from the academic to professional world by focusing on research, writing and selling an original personality profile. In the roll of a freelance journalist, students learn how to find story subjects, use narrative techniques effectively, conduct in-depth interviews, and find outlets for their work, with the ultimate goal of get their profile published.

CMUN 396-001 Communication Internship

CMUN 396-201 Journalism Internship

CMUN 396-202 Advertising/PR Internship

Prerequisite:

- o Junior or Senior Status,
- o 18 hours of courses toward major,
- o Attendance at internship orientation,
- o Completed internship packet material,
- o Finding an appropriate internship, and
- o Departmental Approval.

Once you meet the requirements your internship coordinator will give us permission to register you for the internship.

CMUN 398-201/202 Directed Study Journalism and Television

Prerequisite: Faculty sponsor and Department permission

CMUN 398-203 Advertising and Public Relations Directed Study

This is a Capstone Course for the Advertising and Public Relations major and is required in your senior year.

Prerequisite: Faculty and Department permission

This capstone course offers students, in their final year of the major, to gain specialized in-depth knowledge of a practice area; make contacts with working professionals and begin career networking; as well as giving them an opportunity to apply and demonstrate their communication and professional skills by creating a portfolio of relevant professional materials.