

Communication Studies

A Co-operative Education Option is available within the Communication Studies Honours degree (consult the Co-operative Education (<http://www.carleton.ca/calendars/2012-13/undergrad/regulations/co-operativeeducation>) section of this Calendar for details).

Graduation Requirements

In addition to the requirements listed below, students must satisfy:

1. the University regulations (see the *Academic Regulations of the University* section of this Calendar),
2. the Faculty regulations applying to all B.A. students including those relating to First-Year Seminars and Breadth requirements (see the *Academic Regulations for the Bachelor of Arts Degree*).

Students should consult with the School of Journalism and Communication when selecting courses and planning their program.

Program Requirements

Communication Studies

B.A. Honours (20.0 credits)

29A

A. Credits Included in the Major CGPA (9.0 credits)

1. 1.0 credit from:	1.0
COMM 1101 [1.0] Introduction to Communication Studies	
JOUR 1000 [1.0] Introduction to Journalism Studies	
2. 2.0 credits in:	2.0
COMM 2001 [1.0] Communication Research	
COMM 2101 [1.0] Communication Studies: Theory and Foundations	
3. 0.5 credit from:	0.5
COMM 3106 [0.5] Image, Politics and Persuasion	
COMM 3108 [0.5] Media Industries and Institutions	
COMM 3109 [0.5] Communication and Identity	
4. 2.5 credits from:	2.5
FYSM 1207 [1.0] Selected Topics in Mass Communication	
COMM 2301 [0.5] Persuasion and Public Life	
COMM 2401 [0.5] Communication and Cultural Institutions in Ottawa	
COMM 2501 [0.5] Communications Law I	
COMM 2504 [0.5] Language and Communication	
COMM 2601 [0.5] Media Depictions of Society	
COMM 3001 [0.5] Quantitative Research Methods	
COMM 3002 [0.5] Qualitative Research Methods	
COMM 3301 [0.5] Communication and Social Marketing	
COMM 3302 [0.5] Communication and the Political Process	
COMM 3303 [0.5] Rhetoric	
COMM 3308 [0.5] Advertising: A Critical Perspective	

COMM 3309 [0.5] Special Topic in Image, Politics and Persuasion	
COMM 3401 [0.5] Communications Regulation in Canada	
COMM 3403 [0.5] Communication Technology and Culture	
COMM 3404 [0.5] Music Industries	
COMM 3405 [0.5] Communication in a Global Context	
COMM 3407 [0.5] Comparative Media Studies	
COMM 3409 [0.5] Special Topic in Media Industries and Institutions	
COMM 3601 [0.5] Media and Gender	
COMM 3602 [0.5] Media and Race	
COMM 3609 [0.5] Special Topic in Communication and Identity	
5. 3.0 credits from:	3.0
COMM 4000 [0.5] Applied Quantitative Research Methods	
COMM 4002 [0.5] Applied Qualitative Research Methods	
COMM 4003 [0.5] Semiotics	
COMM 4004 [0.5] Communication and Discourse	
COMM 4005 [0.5] Selected Topic in Communication Studies	
COMM 4304 [0.5] Critical Perspectives on Public Relations	
COMM 4306 [0.5] Media and Conflict	
COMM 4307 [0.5] Publicity and the State	
COMM 4309 [0.5] Special Topic in Image, Politics and Persuasion	
COMM 4310 [0.5] Communication and Community	
COMM 4401 [0.5] International Communications Regulation	
COMM 4402 [0.5] Media and Entertainment	
COMM 4403 [0.5] Political Economy of Media	
COMM 4404 [0.5] Broadcast and Digital Media	
COMM 4409 [0.5] Selected Topic in Media Industries and Institutions	
COMM 4601 [0.5] Nation and Nationalism	
COMM 4602 [0.5] Children, Youth and Media	
COMM 4603 [0.5] Diaspora and Communication	
COMM 4609 [0.5] Selected Topic in Communication and Identity	
B. Credits Not Included in the Major CGPA (11.0 credits)	
6. 8.0 credits in electives not in communication studies	8.0
7. 3.0 credits in free electives	3.0
Total Credits	20.0

Communication Studies

B.A. Combined Honours (20.0 credits)

29A+

A. Credits Included in the Communication Studies Major CGPA (7.0 credits)

1. 1.0 credit from:	1.0
COMM 1101 [1.0] Introduction to Communication Studies	
JOUR 1000 [1.0] Introduction to Journalism Studies	
2. 2.0 credits in:	2.0

COMM 2001 [1.0]	Communication Research	
COMM 2101 [1.0]	Communication Studies: Theory and Foundations	
3. 0.5 credit from:		0.5
COMM 3106 [0.5]	Image, Politics and Persuasion	
COMM 3108 [0.5]	Media Industries and Institutions	
COMM 3109 [0.5]	Communication and Identity	
4. 1.5 credits from:		1.5
FYSM 1207 [1.0]	Selected Topics in Mass Communication	
COMM 2301 [0.5]	Persuasion and Public Life	
COMM 2401 [0.5]	Communication and Cultural Institutions in Ottawa	
COMM 2501 [0.5]	Communications Law I	
COMM 2504 [0.5]	Language and Communication	
COMM 2601 [0.5]	Media Depictions of Society	
COMM 3001 [0.5]	Quantitative Research Methods	
COMM 3002 [0.5]	Qualitative Research Methods	
COMM 3301 [0.5]	Communication and Social Marketing	
COMM 3302 [0.5]	Communication and the Political Process	
COMM 3303 [0.5]	Rhetoric	
COMM 3308 [0.5]	Advertising: A Critical Perspective	
COMM 3309 [0.5]	Special Topic in Image, Politics and Persuasion	
COMM 3401 [0.5]	Communications Regulation in Canada	
COMM 3403 [0.5]	Communication Technology and Culture	
COMM 3404 [0.5]	Music Industries	
COMM 3405 [0.5]	Communication in a Global Context	
COMM 3407 [0.5]	Comparative Media Studies	
COMM 3409 [0.5]	Special Topic in Media Industries and Institutions	
COMM 3601 [0.5]	Media and Gender	
COMM 3602 [0.5]	Media and Race	
COMM 3609 [0.5]	Special Topic in Communication and Identity	
5. 2.0 credits from:		2.0
COMM 4000 [0.5]	Applied Quantitative Research Methods	
COMM 4002 [0.5]	Applied Qualitative Research Methods	
COMM 4003 [0.5]	Semiotics	
COMM 4004 [0.5]	Communication and Discourse	
COMM 4005 [0.5]	Selected Topic in Communication Studies	
COMM 4304 [0.5]	Critical Perspectives on Public Relations	
COMM 4306 [0.5]	Media and Conflict	
COMM 4307 [0.5]	Publicity and the State	
COMM 4309 [0.5]	Special Topic in Image, Politics and Persuasion	
COMM 4310 [0.5]	Communication and Community	
COMM 4401 [0.5]	International Communications Regulation	
COMM 4402 [0.5]	Media and Entertainment	
COMM 4403 [0.5]	Political Economy of Media	

COMM 4404 [0.5]	Broadcast and Digital Media	
COMM 4409 [0.5]	Selected Topic in Media Industries and Institutions	
COMM 4601 [0.5]	Nation and Nationalism	
COMM 4602 [0.5]	Children, Youth and Media	
COMM 4603 [0.5]	Diaspora and Communication	
COMM 4609 [0.5]	Selected Topic in Communication and Identity	
B. Additional Requirements (13.0 credits)		13.0
6. The requirements from the other discipline must be satisfied		
7. 5.0 credits not in communication studies or the other discipline		
8. Sufficient credits in free electives to total 20.0 credits for the program.		
Total Credits		20.0

Journalism and Communication Studies

B.J. Combined Honours (20.0 credits)

3029A

This program is available only to students registered in the Bachelor of Journalism program.

A. Credits Included in the Communication Studies Major CGPA (7.0 credits)

1. 2.0 credits in:		2.0
COMM 2001 [1.0]	Communication Research	
COMM 2101 [1.0]	Communication Studies: Theory and Foundations	
2. 0.5 credit from:		0.5
COMM 3106 [0.5]	Image, Politics and Persuasion	
COMM 3108 [0.5]	Media Industries and Institutions	
COMM 3109 [0.5]	Communication and Identity	
3. 2.5 credits from:		2.5
FYSM 1207 [1.0]	Selected Topics in Mass Communication	
COMM 2301 [0.5]	Persuasion and Public Life	
COMM 2401 [0.5]	Communication and Cultural Institutions in Ottawa	
COMM 2501 [0.5]	Communications Law I	
COMM 2504 [0.5]	Language and Communication	
COMM 2601 [0.5]	Media Depictions of Society	
COMM 3001 [0.5]	Quantitative Research Methods	
COMM 3002 [0.5]	Qualitative Research Methods	
COMM 3301 [0.5]	Communication and Social Marketing	
COMM 3302 [0.5]	Communication and the Political Process	
COMM 3303 [0.5]	Rhetoric	
COMM 3308 [0.5]	Advertising: A Critical Perspective	
COMM 3309 [0.5]	Special Topic in Image, Politics and Persuasion	
COMM 3401 [0.5]	Communications Regulation in Canada	
COMM 3403 [0.5]	Communication Technology and Culture	
COMM 3404 [0.5]	Music Industries	
COMM 3405 [0.5]	Communication in a Global Context	
COMM 3407 [0.5]	Comparative Media Studies	

COMM 3409 [0.5]	Special Topic in Media Industries and Institutions	
COMM 3601 [0.5]	Media and Gender	
COMM 3602 [0.5]	Media and Race	
COMM 3609 [0.5]	Special Topic in Communication and Identity	
4. 2.0 credits from:		2.0
COMM 4000 [0.5]	Applied Quantitative Research Methods	
COMM 4002 [0.5]	Applied Qualitative Research Methods	
COMM 4003 [0.5]	Semiotics	
COMM 4004 [0.5]	Communication and Discourse	
COMM 4005 [0.5]	Selected Topic in Communication Studies	
COMM 4304 [0.5]	Critical Perspectives on Public Relations	
COMM 4306 [0.5]	Media and Conflict	
COMM 4307 [0.5]	Publicity and the State	
COMM 4309 [0.5]	Special Topic in Image, Politics and Persuasion	
COMM 4310 [0.5]	Communication and Community	
COMM 4401 [0.5]	International Communications Regulation	
COMM 4402 [0.5]	Media and Entertainment	
COMM 4403 [0.5]	Political Economy of Media	
COMM 4404 [0.5]	Broadcast and Digital Media	
COMM 4409 [0.5]	Selected Topic in Media Industries and Institutions	
COMM 4601 [0.5]	Nation and Nationalism	
COMM 4602 [0.5]	Children, Youth and Media	
COMM 4603 [0.5]	Diaspora and Communication	
COMM 4609 [0.5]	Selected Topic in Communication and Identity	
B. Credits Included in the Journalism Major CGPA (8.0 credits)		
5. 7.0 credits in:		7.0
JOUR 1000 [1.0]	Introduction to Journalism Studies	
JOUR 2201 [1.0]	Fundamentals of Reporting	
JOUR 2205 [0.5]	Journalism's View of the Languages and Institutions of Public Life	
JOUR 2501 [0.5]	Communications Law I	
JOUR 3205 [1.0]	Intermediate Reporting	
JOUR 3207 [0.5]	Introduction to Radio Journalism	
JOUR 3208 [0.5]	Introduction to Television Journalism	
JOUR 4000 [1.0]	Theoretical and Critical Aspects of Journalism	
JOUR 4201 [1.0]	Specialized Reporting	
6. 1.0 credit from:		1.0
JOUR 4204 [0.5]	Professional Practices: Online Publishing	
JOUR 4205 [0.5]	Professional Practices: Newspaper Publishing	
JOUR 4206 [0.5]	Professional Practices: Radio News and Current Affairs	
JOUR 4207 [0.5]	Professional Practices: Television News and Current Affairs	

JOUR 4208 [0.5]	Professional Practices: Specialized Media	
C. Additional Requirements (5.0 credits)		
7. 1.0 language credit		1.0
8. 1.0 credit from:		1.0
HIST 1300 [1.0]	The Making of Canada	
HIST 2303 [1.0]	Canadian Political History	
HIST 2304 [1.0]	Canadian Social History	
HIST 3203 [0.5]	Canadian Economic History to 1914	
& HIST 3204 [0.5]	and Canadian Economic History since 1914	
9. Approved options to make up a total of 20.0 credits.		3.0
Total Credits		20.0

Communication Studies

B.A. General (15.0 credits)

29A

The B.A. (General) in Communication Studies is for students, in 2nd year or above, who have been previously in the B.A. (Honours) in Communication Studies.

A. Credits Included in the Major CGPA (6.0 credits)

1. 1.0 credit from:		1.0
COMM 1101 [1.0]	Introduction to Communication Studies	
JOUR 1000 [1.0]	Introduction to Journalism Studies	
2. 2.0 credits in:		2.0
COMM 2001 [1.0]	Communication Research	
COMM 2101 [1.0]	Communication Studies: Theory and Foundations	
3. 0.5 credit from:		0.5
COMM 3106 [0.5]	Image, Politics and Persuasion	
COMM 3108 [0.5]	Media Industries and Institutions	
COMM 3109 [0.5]	Communication and Identity	
4. 2.5 credits from:		2.5
FYSM 1207 [1.0]	Selected Topics in Mass Communication	
COMM 2301 [0.5]	Persuasion and Public Life	
COMM 2401 [0.5]	Communication and Cultural Institutions in Ottawa	
COMM 2501 [0.5]	Communications Law I	
COMM 2504 [0.5]	Language and Communication	
COMM 2601 [0.5]	Media Depictions of Society	
COMM 3001 [0.5]	Quantitative Research Methods	
COMM 3002 [0.5]	Qualitative Research Methods	
COMM 3301 [0.5]	Communication and Social Marketing	
COMM 3302 [0.5]	Communication and the Political Process	
COMM 3303 [0.5]	Rhetoric	
COMM 3308 [0.5]	Advertising: A Critical Perspective	
COMM 3309 [0.5]	Special Topic in Image, Politics and Persuasion	
COMM 3401 [0.5]	Communications Regulation in Canada	
COMM 3403 [0.5]	Communication Technology and Culture	
COMM 3405 [0.5]	Communication in a Global Context	
COMM 3407 [0.5]	Comparative Media Studies	

COMM 3409 [0.5]	Special Topic in Media Industries and Institutions
COMM 3601 [0.5]	Media and Gender
COMM 3602 [0.5]	Media and Race
COMM 3609 [0.5]	Special Topic in Communication and Identity

B. Credits Not Included in the Major CGPA (9.0 credits)

5. 7.0 credits in electives not in communication studies 7.0

6. 2.0 credits in free electives. 2.0

Total Credits 15.0

Minor in Communication Studies (4.0 credits)

MA1

This Minor is open to students in B.A Honours and General programs.

Requirements

1. 1.0 credit from: 1.0

COMM 1101 [1.0] Introduction to Communication Studies

JOUR 1000 [1.0] Introduction to Journalism Studies

2. 1.5 credits in: 1.5

COMM 2101 [1.0] Communication Studies: Theory and Foundations

COMM 3106 [0.5] Image, Politics and Persuasion
or COMM 3108 Media Industries and Institutions [0.5]
or COMM 3109 Communication and Identity [0.5]

3. 1.5 credit from: 1.5

FYSM 1207 [1.0] Selected Topics in Mass Communication

COMM 2301 [0.5] Persuasion and Public Life

COMM 2401 [0.5] Communication and Cultural Institutions in Ottawa

COMM 2501 [0.5] Communications Law I

COMM 2504 [0.5] Language and Communication

COMM 2601 [0.5] Media Depictions of Society

COMM 3001 [0.5] Quantitative Research Methods

COMM 3002 [0.5] Qualitative Research Methods

COMM 3301 [0.5] Communication and Social Marketing

COMM 3302 [0.5] Communication and the Political Process

COMM 3303 [0.5] Rhetoric

COMM 3308 [0.5] Advertising: A Critical Perspective

COMM 3309 [0.5] Special Topic in Image, Politics and Persuasion

COMM 3401 [0.5] Communications Regulation in Canada

COMM 3403 [0.5] Communication Technology and Culture

COMM 3404 [0.5] Music Industries

COMM 3405 [0.5] Communication in a Global Context

COMM 3407 [0.5] Comparative Media Studies

COMM 3409 [0.5] Special Topic in Media Industries and Institutions

COMM 3601 [0.5] Media and Gender

COMM 3602 [0.5] Media and Race

COMM 3609 [0.5]	Special Topic in Communication and Identity
4. The remaining requirements of the major discipline(s) and degree must be satisfied.	
Total Credits	4.0

Concentrations

The concentrations described below are open to all students in Communication Studies Honours or Combined Honours programs. Only one concentration can be taken in a Communication Studies Honours or Combined Honours program. The maximum number of Communication Studies credits that can be counted towards the degree is 12.0 credits for an Honours program and 9.0 for a Combined Honours program.

Concentration in Image, Politics and Persuasion for B.A. Honours or B.A. Combined Honours (3.5 credits)

29A1

1. 0.5 credit in: 0.5

COMM 2301 [0.5] Persuasion and Public Life

2. 0.5 credit in: 0.5

COMM 3106 [0.5] Image, Politics and Persuasion

3. 0.5 credit from: 0.5

COMM 3001 [0.5] Quantitative Research Methods

COMM 3002 [0.5] Qualitative Research Methods

4. 2.0 credits in Image, Politics and Persuasion, including at least 1.0 credit at the 4000-level chosen from: 2.0

COMM 3301 [0.5] Communication and Social Marketing

COMM 3302 [0.5] Communication and the Political Process

COMM 3303 [0.5] Rhetoric

COMM 3308 [0.5] Advertising: A Critical Perspective

COMM 3309 [0.5] Special Topic in Image, Politics and Persuasion

COMM 4000 [0.5] Applied Quantitative Research Methods

COMM 4002 [0.5] Applied Qualitative Research Methods

COMM 4003 [0.5] Semiotics

COMM 4304 [0.5] Critical Perspectives on Public Relations

COMM 4306 [0.5] Media and Conflict

COMM 4307 [0.5] Publicity and the State

COMM 4309 [0.5] Special Topic in Image, Politics and Persuasion

COMM 4310 [0.5] Communication and Community

Total Credits 3.5

Concentration in Media Industries and Institutions for B.A. Honours or B.A. Combined Honours (3.5 credits)

29A2

1. 0.5 credit in: 0.5

COMM 2401 [0.5] Communication and Cultural Institutions in Ottawa

2. 0.5 credit in: 0.5

COMM 3108 [0.5]	Media Industries and Institutions	0.5
3. 0.5 credit from:		
COMM 3001 [0.5]	Quantitative Research Methods	
COMM 3002 [0.5]	Qualitative Research Methods	
4. 2.0 credits in Media Industries and Institutions, including at least 1.0 credit at the 4000-level chosen from:		
COMM 3401 [0.5]	Communications Regulation in Canada	2.0
COMM 3403 [0.5]	Communication Technology and Culture	
COMM 3404 [0.5]	Music Industries	
COMM 3405 [0.5]	Communication in a Global Context	
COMM 3407 [0.5]	Comparative Media Studies	
COMM 3409 [0.5]	Special Topic in Media Industries and Institutions	
COMM 4000 [0.5]	Applied Quantitative Research Methods	
COMM 4002 [0.5]	Applied Qualitative Research Methods	
COMM 4401 [0.5]	International Communications Regulation	
COMM 4402 [0.5]	Media and Entertainment	
COMM 4403 [0.5]	Political Economy of Media	
COMM 4404 [0.5]	Broadcast and Digital Media	
COMM 4409 [0.5]	Selected Topic in Media Industries and Institutions	
Total Credits		3.5

Concentration in Communication and Identity for B.A. Honours or B.A. Combined Honours (3.5 credits)

29A3

1. 0.5 credit in:		
COMM 2601 [0.5]	Media Depictions of Society	0.5
2. 0.5 credit in:		
COMM 3109 [0.5]	Communication and Identity	0.5
3. 0.5 credit from:		
COMM 3001 [0.5]	Quantitative Research Methods	
COMM 3002 [0.5]	Qualitative Research Methods	
4. 2.0 credits in Communication and Identity, including at least 1.0 credit at the 4000-level chosen from:		
COMM 3601 [0.5]	Media and Gender	2.0
COMM 3602 [0.5]	Media and Race	
COMM 3403 [0.5]	Communication Technology and Culture	
COMM 3609 [0.5]	Special Topic in Communication and Identity	
COMM 4000 [0.5]	Applied Quantitative Research Methods	
COMM 4002 [0.5]	Applied Qualitative Research Methods	
COMM 4003 [0.5]	Semiotics	
COMM 4004 [0.5]	Communication and Discourse	
COMM 4601 [0.5]	Nation and Nationalism	
COMM 4602 [0.5]	Children, Youth and Media	
COMM 4603 [0.5]	Diaspora and Communication	
COMM 4306 [0.5]	Media and Conflict	

COMM 4609 [0.5]	Selected Topic in Communication and Identity	0.5
Total Credits		3.5

Communication Studies (COMM) Courses

Communication Studies

Faculty of Public Affairs

COMM 1101 [1.0 credit]

Introduction to Communication Studies

The scope of communication studies including the history and structure of mass media, their relationship to social and cultural change, and basic issues of communication and cultural policy.

Lectures and discussion groups three hours a week.

COMM 2001 [1.0 credit]

Communication Research

Introduction to quantitative and qualitative methods of communication research: statistical and computer analysis, field research, policy and document analysis, historical/archival research.

Prerequisite(s): COMM 1101 or JOUR 1000 and second-year standing in Communication Studies, or PAMP 1000 and registration in the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lecture two hours a week, laboratory one hour a week.

COMM 2101 [1.0 credit]

Communication Studies: Theory and Foundations

Theoretical and empirical foundations of communication studies. Analysis of selected theories with a view to assessing the contribution they make to the understanding of communication and media.

Prerequisite(s): COMM 1101 or JOUR 1000 and second-year standing in Communication Studies, or PAMP 1000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures and discussion groups three hours a week.

COMM 2301 [0.5 credit]

Persuasion and Public Life

A study of the modes of persuasion used in commerce, government and civil society.

Prerequisite(s): COMM 1101 or JOUR 1000 and second-year standing in Communication Studies, or PAMP 1000 and registration in the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 2401 [0.5 credit]**Communication and Cultural Institutions in Ottawa**

The role of Ottawa-based institutions engaged in the development of communication and cultural policies, including public, private and third sector institutions such as the CRTC, CBC, Rogers Media, the National Gallery, and the Media Awareness Network.

Prerequisite(s): COMM 1101 or JOUR 1000 and second-year standing in Communication Studies, or PAPM 1000 and registration in the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 2501 [0.5 credit]**Communications Law I**

A survey of laws that affect the Canadian media including the development of freedom of expression, the Charter of Rights and Freedoms, and statutory and common-law limitations on freedoms of the press, including publication bans, libel and contempt of court.

Also listed as JOUR 2501.

Precludes additional credit for MCOM 3501, JOUR 3501 (no longer offered).

Prerequisite(s): COMM 1101 or JOUR 1000, or PAPM 1000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures and discussion three hours a week.

COMM 2504 [0.5 credit]**Language and Communication**

Some of the central topics in the study of language and communication as pursued by linguists and philosophers, including the nature of meaning, the connections between language, communication and cognition, and language as a social activity.

Also listed as LALS 2504 and PHIL 2504.

Precludes additional credit for LALS 2800, COMM 2800 and PHIL 2800.

Prerequisite(s): second-year standing.

Lectures three hours a week.

COMM 2601 [0.5 credit]**Media Depictions of Society**

Media's role in constructing our social reality; examination of media practices, historical and contemporary issues.

Prerequisite(s): COMM 1101 or JOUR 1000 and second-year standing in Communication Studies, or PAPM 1000 and registration in the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3001 [0.5 credit]**Quantitative Research Methods**

Examination of quantitative research methods relevant to the study of communication.

Precludes additional credit for MCOM 3000 (no longer offered).

Prerequisite(s): COMM 2001 or PSCI 2701 and PSCI 2702, and either third-year standing in Communication Studies, or registration in the Strategic Public Opinion and Policy Analysis specialization within the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3002 [0.5 credit]**Qualitative Research Methods**

Examination of qualitative research methods relevant to the study of communication.

Precludes additional credit for MCOM 3000 (no longer offered).

Prerequisite(s): COMM 2001 or PSCI 2701 and PSCI 2702, and either third-year standing in Communication Studies, or registration in the Strategic Public Opinion and Policy Analysis specialization within the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3106 [0.5 credit]**Image, Politics and Persuasion**

Critical perspectives and ethical issues related to advertising, social marketing, public relations, propaganda and political communication.

Prerequisite(s): COMM 2101, and third-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures and discussion groups three hours a week.

COMM 3108 [0.5 credit]**Media Industries and Institutions**

Theories and major issues relating to media industries and institutions in Canada and internationally.

Prerequisite(s): COMM 2101, and third year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures and discussion groups three hours a week.

COMM 3109 [0.5 credit]**Communication and Identity**

Ways in which media and communication shape and contribute to the formation of group and individual identity.

Prerequisite(s): COMM 2101, and third year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures and discussion groups three hours a week.

COMM 3301 [0.5 credit]**Communication and Social Marketing**

The application of marketing principles to the challenges faced by public and not-for-profit organizations seeking to promote socially beneficial behaviour. Students will learn communications strategies and tactics that support social marketing initiatives.

Prerequisite(s): COMM 2101 and third-year standing in Communication Studies, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3302 [0.5 credit]**Communication and the Political Process**

The relationship between various kinds of communication and political activity in a variety of different contexts. Case studies will be drawn from speeches, political campaigns, debates, using a variety of media forms, from photographs to web sites.

Prerequisite(s): COMM 2101 and third-year standing in Communication Studies, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3303 [0.5 credit]**Rhetoric**

History, development and major elements of rhetorical communication.

Prerequisite(s): COMM 2101 and third-year standing in Communication Studies, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3308 [0.5 credit]**Advertising: A Critical Perspective**

Critical analysis of some of the major constructs and basic mechanisms of the advertising system, including an examination of the social, political-economic and cultural implications of advertising.

Precludes additional credit for MCOM 3408 (no longer offered).

Prerequisite(s): COMM 2101 and third-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lecture three hours a week.

COMM 3309 [0.5 credit]**Special Topic in Image, Politics and Persuasion**

Prerequisite: COMM 2101, and third-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3401 [0.5 credit]**Communications Regulation in Canada**

Historical and contemporary issues in the regulation of communication practices and institutions in Canada.

Prerequisite(s): COMM 2101 and third-year standing in Communication Studies, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3403 [0.5 credit]**Communication Technology and Culture**

The relationship between communication technology and society. Factors that contribute to changes in the collection, storage and distribution of information and their cultural implications.

Prerequisite(s): COMM 2101 and third-year standing in Communication Studies, or PAPM 2000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lecture three hours a week.

COMM 3404 [0.5 credit]**Music Industries**

An introduction to the structure and history of the music industries.

Also listed as MUSI 3403.

Prerequisite(s): second-year standing.

Lectures three hours a week.

COMM 3405 [0.5 credit]**Communication in a Global Context**

Structures and flow of global communication and information and its impact on our views of the world.

Also listed as JOUR 3405.

Precludes additional credit for MCOM 3005 (no longer offered) and JOUR 3005.

Prerequisite(s): COMM 2101 and third-year standing in Communication Studies, or third- or fourth-year B.J. (Honours) standing, or PAPM 2000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3407 [0.5 credit]**Comparative Media Studies**

The comparative study of one or more media organizations and/or types of media content with reference to their operation, audiences, and impacts.

Also listed as JOUR 3407.

Precludes additional credit for MCOM 3006 (no longer offered) or JOUR 3006.

Prerequisite(s): COMM 2101 as well as third-year standing in Communication Studies, or third- or fourth-year B.J. (Honours) standing, or PAPM 2000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3409 [0.5 credit]**Special Topic in Media Industries and Institutions**

Prerequisite: COMM 2101 and third-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3601 [0.5 credit]**Media and Gender**

A critical interrogation of the intersection of media and gender, including constructions of femininity, masculinity, and other issues of sexuality.

Precludes additional credit for MCOM 3505 (no longer offered).

Prerequisite(s): COMM 2101 and third-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3602 [0.5 credit]**Media and Race**

A critical study of the ways in which issues of race and ethnicity intersect with contemporary media. Prerequisite: COMM 2101 and third-year standing in Communication Studies, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3609 [0.5 credit]**Special Topic in Communication and Identity**

Prerequisite: COMM 2101 and third-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 3999 [0.0 credit]**Co-operative Work Term****COMM 4000 [0.5 credit]****Applied Quantitative Research Methods**

Quantitative research methods relevant to the study of communication at an advanced level. Students will work on individual research projects.

Prerequisite(s): COMM 3001 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year Honours standing in Communication Studies, or COMM 3001 and registration in the Strategic Public Opinion and Policy Analysis specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4002 [0.5 credit]**Applied Qualitative Research Methods**

Qualitative research methods relevant to the study of communication at an advanced level. Students will work on individual research projects.

Prerequisite(s): COMM 3001 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year Honours standing in Communication Studies, or COMM 3002 and registration in the Strategic Public Opinion and Policy Analysis specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4003 [0.5 credit]**Semiotics**

Theory and methods of semiotics in the interpretation of images and texts.

Prerequisite(s): COMM 2001 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4004 [0.5 credit]**Communication and Discourse**

The development of the theory and methods related to discourse and their use in the analysis of images and texts.

Prerequisite(s): COMM 2101 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4005 [0.5 credit]**Selected Topic in Communication Studies**

A selected topic not ordinarily treated in the regular course program. The choice of topic varies from year to year. Check with the Communication Studies Program regarding the topic offered.

Prerequisite(s): COMM 2101 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies or permission of the School of Journalism and Communication.

Seminar three hours a week.

COMM 4304 [0.5 credit]**Critical Perspectives on Public Relations**

A critical examination of some of the major aspects of public relations.

Prerequisite(s): COMM 2101 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4306 [0.5 credit]**Media and Conflict**

Media representations of conflict such as war and terrorism, and its influence on the collective imagination.

Prerequisite(s): COMM 2101 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4307 [0.5 credit]**Publicity and the State**

Issues and trends in political communication, including the shift of government communication from information to promotion and reliance on public relations.

Prerequisite(s): COMM 2101 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4309 [0.5 credit]**Special Topic in Image, Politics and Persuasion**

Prerequisite: COMM 3106 and fourth-year standing in the Image, Politics and Persuasion concentration in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4310 [0.5 credit]**Communication and Community**

The role of communication in community development. Working with local organizations, students will formulate, implement, analyze and present research that seeks to effect positive social change.

Prerequisite(s): COMM 3002 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4401 [0.5 credit]**International Communications Regulation**

The history, recent major issues and the process of international communication regulation such as those resulting from globalization, neoliberalism and imperial politics in the 21st century.

Prerequisite(s): COMM 2101 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4402 [0.5 credit]**Media and Entertainment**

Issues facing the entertainment industries. Topics may include transformations in leisure time, the construction of celebrity, and the distribution and consumption of popular culture.

Prerequisite(s): COMM 2101 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies, or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4403 [0.5 credit]**Political Economy of Media**

Critical and institutional approaches to the political economy of the media; the unique qualities of informational and cultural commodities, media ownership and new technologies.

Prerequisite(s): COMM 2101 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4404 [0.5 credit]**Broadcast and Digital Media**

The social, economic, and political properties of broadcast and digital communication media; the history of these media, their legal and regulatory constitution, online communities, and the interaction of "old" and "new" media.

Prerequisite(s): COMM 2101, COMM 3403, one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4409 [0.5 credit]**Selected Topic in Media Industries and Institutions**

Prerequisite: COMM 3108 and fourth-year standing in Media Industries and Institutions concentration in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4601 [0.5 credit]**Nation and Nationalism**

A study of the influence of media, culture and policy in shaping national and other state-based identities.

Prerequisite(s): COMM 2101 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4602 [0.5 credit]**Children, Youth and Media**

The historical and contemporary ways in which children and youth relate to the media and popular culture, and vice versa.

Precludes additional credit for MCOM 4200 (no longer offered).

Prerequisite(s): COMM 2101 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year Honours standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4603 [0.5 credit]**Diaspora and Communication**

The impact of various forms of diasporic communication on the shaping of contemporary national and international society.

Prerequisite(s): COMM 2101 and one of COMM 3106, COMM 3108 or COMM 3109, and fourth-year Honours standing in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

COMM 4609 [0.5 credit]**Selected Topic in Communication and Identity**

Prerequisite: COMM 3109 and fourth-year standing in the Communication and Identity concentration in Communication Studies or permission of the School of Journalism and Communication.

Lectures three hours a week.

Summer session: some of the courses listed in this Calendar are offered during the summer. Hours and scheduling for summer session courses will differ significantly from those reported in the fall/winter Calendar. To determine the scheduling and hours for summer session classes, consult the class schedule at central.carleton.ca

Not all courses listed are offered in a given year. For an up-to-date statement of course offerings for the current session and to determine the term of offering, consult the class schedule at central.carleton.ca