

# Communication Studies (COMM)

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## 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 PAPM 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 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 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 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 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](http://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](http://central.carleton.ca)