

**Examples of strength areas within the Communication and Media curriculum. Courses may not be offered every year.**

## **ADVERTISING/PR/MARKETING**

**251:** Understanding Media Industries  
**261:** Views on the News: What Shapes Our Media  
**281:** Media Psychology  
**317:** Designing Persuasive Communication  
**326:** American Magazines  
**348:** Media & the Body  
**362:** Digital Media Foundations  
**365:** Visual Culture & Visual Literacy  
**380:** Persuasion, Communication & Campaigns  
**413:** Environmental Communication  
**417:** Marketing for Social Change  
**421:** Media Law & Policy  
**461:** Visuality & New Media  
**465:** Health Communication & Health Behavior Change  
**477:** Media & Celebrity Culture

## **JOURNALISM**

**261:** Views on the News: What Shapes Our Media  
**325:** Media & Globalization  
**326:** American Magazines  
**350:** Rise & Demise of Mass Culture  
**371:** Media, Culture & Society  
**425:** Media & Globalization  
**430:** Media in U.S. History  
**431:** Supreme Court News Coverage  
**432:** Foreign News Coverage  
**435:** News Media Ethics  
**439:** Seminar in Journalist Performance  
**455:** Global Visual Cultures  
**462:** Feeling Political? Affect, Emotion & Personality  
**463:** Communication & Political Representation  
**467:** Debating Politics & Science; Science, News, Public Opinion & Policy  
**468:** Political Misinformation & Misperception

*Don't limit yourself to the classes within each area*

## **NEW MEDIA & SOCIAL MEDIA**

**251:** Understanding Media Industries  
**271:** Communication Revolutions  
**312:** Television in the Digital Age  
**334:** Race, Gender, Sexuality & U.S. Culture in Video Games  
**362:** Digital Media Foundations  
**365:** Visual Culture & Visual Literacy  
**410:** Internet & Political Communication  
**424:** Race, Gender & New Media  
**425:** Internet, Society & the Law  
**445:** Music & Mediated Identity  
**461:** Visuality & New Media  
**462:** Feeling Political? Affect, Emotion & Personality  
**464:** Social Consequences of Mobile Communication  
**466:** Global Digital Politics  
**468:** Political Misinformation & Misperception  
**469:** Play & Technology  
**477:** Media & Celebrity Culture

## **ENTERTAINMENT INDUSTRIES**

**251:** Understanding Media Industries  
**281:** Media Psychology  
**312:** Television in the Digital Age  
**325:** Media & Globalization  
**334:** Race, Gender, Sexuality & U.S. Culture in Video Games  
**348:** Media & the Body  
**350:** Rise & Demise of Mass Culture  
**362:** Digital Media Foundations  
**365:** Visual Culture & Visual Literacy  
**371:** Media, Culture & Society  
**375:** Sports, Media & Culture  
**414:** Fashion and Media  
**430:** Media in U.S. History  
**445:** Music & Mediated Identity  
**455:** Global Visual Cultures  
**477:** Media & Celebrity Culture

*Check out the LSA Course Guide for all current courses!*

## **GLOBAL MEDIA**

**251:** Understanding Media Industries  
**271:** Communication Revolutions  
**325:** Media & Globalization  
**371:** Media, Culture & Society  
**375:** Sports, Media & Culture  
**424:** Race, Gender & New Media  
**432:** Foreign News Coverage  
**440:** Global Iconic Events  
**455:** Global Visual Cultures  
**464:** Social Consequences of Mobile Communication  
**466:** Global Digital Politics

## **MEDIA PSYCHOLOGY**

**261:** Views on the News: What Shapes Our Media  
**281:** Media Psychology  
**317:** Designing Persuasive Communication  
**318:** Media and Violence  
**329:** Media & Political Behavior  
**348:** Media & the Body  
**371:** Media, Culture & Society  
**375:** Sports, Media & Culture  
**380:** Persuasion, Communication & Campaigns  
**413:** Environmental Communication  
**417:** Marketing for Social Change  
**462:** Feeling Political? Affect, Emotion & Personality  
**464:** Social Consequences of Mobile Communication  
**465:** Health Communication & Health Behavior Change  
**482:** Children & the Media  
**483:** Media & Intergroup Conflict

## **MEDIA LAW & PUBLIC POLICY**

**251:** Understanding Media Industries  
**261:** Views on the News: What Shapes Our Media  
**328:** Media & Democracy  
**350:** Rise & Demise of Mass Culture  
**413:** Environmental Communication  
**421:** Media Law & Policy  
**425:** Internet, Society & the Law  
**428:** Gender, Media & the Law  
**431:** Supreme Court News Coverage  
**435:** News Media Ethics  
**462:** Feeling Political? Affect, Emotion & Personality  
**466:** Global Digital Politics  
**467:** Debating Politics & Science; Science, News, Public Opinion & Policy

## **IDENTITY AND CULTURE**

**261:** Views on the News: What Shapes Our Media  
**281:** Media Psychology  
**326:** American Magazines  
**334:** Race, Gender, Sexuality & U.S. Culture in Video Games  
**348:** Media & the Body  
**350:** Rise & Demise of Mass Culture  
**365:** Visual Culture & Visual Literacy  
**371:** Media, Culture & Society  
**375:** Sports, Media & Culture  
**414:** Fashion and Media  
**428:** Gender, Media & the Law  
**462:** Feeling Political? Affect, Emotion & Personality  
**465:** Health Communication & Health Behavior Change  
**477:** Media & Celebrity Culture  
**483:** Media & Intergroup Conflict

## **POLITICS & GOVERNMENT**

**261:** Views on the News: What Shapes Our Media  
**281:** Media Psychology  
**328:** Media & Democracy  
**329:** Media & Political Behavior  
**350:** Rise & Demise of Mass Culture  
**380:** Persuasion, Communication & Campaigns  
**410:** Internet & Political Communication  
**413:** Environmental Communication  
**417:** Marketing for Social Change  
**421:** Media Law & Policy  
**425:** Internet, Society & the Law  
**428:** Gender, Media & the Law  
**430:** Media in U.S. History  
**431:** Supreme Court News Coverage  
**462:** Feeling Political? Affect, Emotion & Personality  
**466:** Global Digital Politics  
**467:** Debating Politics & Science; Science, News, Public Opinion & Policy  
**468:** Political Misinformation & Misperception

## COMMUNICATION AND MEDIA CAREER PATHS

These are areas of **strengths within our curriculum**. Each general area specifies various careers applicable to that area.

### ADVERTISING/PR/MARKETING

 MARKET RESEARCHER  
COPYWRITER  
ACCOUNT EXECUTIVE  
MEDIA PLANNER/BUYER  
PUBLICIST  
PUBLICITY MANAGER  
COMMUNITY RELATIONS DIRECTOR  
PUBLIC RELATIONS OFFICER  
MARKETING STRATEGY  
FRANCHISE PLANNING  
AD SALES

*Remember that you  
can customize  
strengths to your  
interests, e.g.  
marketing in  
entertainment!*

### JOURNALISM

REPORTER  
EDITOR  
BLOGGER  
SCRIPT WRITER  
NEWS SERVICE RESEARCHER  
TECHNICAL WRITER  
PROPOSAL COORDINATOR  
ON SCREEN REPORTER  
CAMERA OPERATOR  
FREELANCE WRITER  
FACT CHECKER



### NEW MEDIA & SOCIAL MEDIA

 SOCIAL MARKETING OFFICER  
SOCIAL MEDIA MARKETER  
SOCIAL MEDIA RESEARCHER  
DIGITAL MEDIA  
PRODUCER  
CONTENT STRATEGIST  
DIGITAL MEDIA DESIGNER  
ONLINE COMMUNITY MANAGER  
ONLINE ANALYTICS RESEARCHER  
SEARCH MARKETING OFFICER  
TALENT COORDINATOR

### ENTERTAINMENT INDUSTRIES

DEVELOPMENT & PLANNING  
SUPPLY CHAIN  
PRODUCER/DIRECTOR  
DISTRIBUTION & AGGREGATION  
HUMAN RESOURCES  
BUSINESS MANAGER  
TALENT AGENT  
MEDIA CRITIC  
MEDIA ANALYST  
MARKET RESEARCHER  
CONSULTANT



### GLOBAL MEDIA

DEVELOPMENT & PLANNING  
SUPPLY CHAIN  
DISTRIBUTION & AGGREGATION  
INTL. ACCOUNT MANAGEMENT  
INTERNATIONAL MARKETING  
DIPLOMAT  
HUMAN RESOURCES  
TALENT ACQUISITION  
MEDIA ANALYST  
CONSULTANT  
MARKET RESEARCHER



### MEDIA PSYCHOLOGY

HEALTH CAMPAIGN COORDINATOR  
HEALTHCARE ADVOCATE  
GRANTS WRITER  
PUBLIC AFFAIRS OFFICER  
RESEARCH ANALYST  
SOCIAL WORK  
COUNSELING  
COMMUNICATION STATISTICIAN  
GRADUATE SCHOOL/ACADEMIA  
JOURNALISM  
DEVELOPMENT & PLANNING



### MEDIA LAW & PUBLIC POLICY

PRE-LAW (ENTERTAINMENT LAW)  
LEGAL RESEARCHER  
LEGAL REPORTER  
POLICY ANALYST  
COMMUNITY ORGANIZER  
ACTIVIST  
HUMAN RESOURCES  
CONSULTANT  
INDUSTRY REPORTER  
GOVERNMENT RELATIONS OFFICER  
LOBBYIST

### IDENTITY AND CULTURE

 CASTING & PRODUCTION  
MULTICULTURAL MARKETING  
SPECIALIZED ADVERTISING  
MEDIA PLANNING  
DIVERSITY CONSULTANT  
HIGHER EDUCATION  
COMMUNITY ORGANIZER  
HUMAN RESOURCES  
GRADUATE SCHOOL/ACADEMIA  
K-12 EDUCATION  
DEVELOPMENT & PLANNING

*Study any  
combination of  
these strengths,  
or just one!*

### POLITICS & GOVERNMENT

LOBBYIST  
CORP. PUBLIC AFFAIRS SPECIALIST  
PUBLIC OPINION RESEARCHER  
POLITICAL COMM. STRATEGIST  
PUBLIC INFORMATION OFFICER  
LEGISLATIVE ASSISTANT  
RESEARCH ANALYST  
CAMPAIGN DIRECTOR  
COMMUNICATION STATISTICIAN  
GOVERNMENT RELATIONS OFFICER  
PRESS SECRETARY

