

Media and Communication Program

Minor in Media and Communication for non-media and communication students

To minor in Media and Communication, students need to complete at least 5 courses (20 credits) from the below list.

Course Code	Course Name	Credits
ICMC 109	Photo Representation in the 21st century	4 (4-0-8)
<p><u>Prerequisite: -</u></p> <p><u>Course Description:</u> Examining the visual representation drawn from the diverse genres of the cellphone photography, portrait photography, art photography, and myriad images saturating our society published on social media platforms including Instagram, Facebook, Twitter or Tinder; empowering students to critically read and analyze images they or others have created; and exploring how these images shape visual representation in the 21st century</p>		
ICMC 110	Mediating Your Life	4 (4-0-8)
<p><u>Prerequisite: -</u></p> <p><u>Course Description:</u> Writing and self-presentation in writing for communication in the digital media and platforms; communicative strategies, tools, techniques, voice, and visual style of the digital writing and platforms; establishing and communicating credibility in digital spaces; ethically serving your audience; blending text, graphics, multimedia, hypertextual, and interactive elements when curating mediated information; applying various levels of digital citizenship to the use of the digital media and platforms</p>		
ICMC 111	Convergence Media Culture	4 (4-0-8)
<p><u>Prerequisite: -</u></p> <p><u>Course description:</u> Examining the relationship between the media convergence, the participatory culture, and the collective intelligence; technological, industrial, cultural, and social changes in the ways of creating and circulating the media; the fluid flow of content across multiple media platforms; the cooperation between media industries and the intersections among different media systems; migratory behavior of media audiences in viewing, collaborating, and seeking media experiences; social logics and cultural practices of the spreadable media</p>		
ICMC 208	Transmedia Storytelling	4 (4-0-8)
<p><u>Prerequisite: -</u></p> <p><u>Course description:</u> Participating in a storytelling experience to design, create and share stories across multiple media platforms for entertainment, informational or social development purposes; writing and creating stories in various forms of media products accessible through</p>		

multiple media entry points; creating the brand of media product creators through the storytelling

ICMC 209

Creativity and Digital Communication

4 (4-0-8)

Prerequisite: -

Course description: Exploring the links and boundaries of creativity and digital communication and their usages; understanding how the digital world has changed the way we communicate and how creativity can maximize the effectiveness of digital communications; examining the digital communication in the near and mid future

ICMC 217

Media Psychology

4 (4-0-8)

Prerequisite: -

Course description: The multidisciplinary course drawing from sensory narrative and cognitive psychology, motivation and learning theories, neuroscience, and advertising and marketing; analyzing the psychological impact of the media content and presentation (traditional sources of sight and sound, new interactive, digital media); including understanding human behavior through working with the media application, the impact of the media on individuals and society, and its use for social and political purposes