A. **TITLE:** Culture and Communication

B. **COURSE NUMBER:** GMMD 317

C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

   # Credit Hours: 3
   # Lecture Hours: 3 per week
   # Lab Hours: per week
   Other: per week

   Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE:** Yes ☐ No ☒

E. **GER CATEGORY:** None: ☒ Yes: GER

   *If course satisfies more than one: GER*

F. **SEMESTER(S) OFFERED:** Fall ☐ Spring ☐ Fall & Spring ☒

G. **COURSE DESCRIPTION:**

   This course provides students with tools to analyze communication resources. The course emphasizes the use of multimodal communication in contemporary popular culture, and considers resources ranging from photography, film, television, music, fashion and subcultures. Students develop detailed analysis of cultural resources through methods derived from semiotics and communication studies.

H. **PRE-REQUISITES:** None ☐ Yes ☒ *If yes, list below:

   ENGL 101 Expository Writing or ENGL 102 Oral and Written Expression; GMMD 101 Intro to Media Studies and at least 30 credit hours or permission of the instructor.

   **CO-REQUISITES:** None ☒ Yes ☐ *If yes, list below:
### I. STUDENT LEARNING OUTCOMES: (see key below)

By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
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<tbody>
<tr>
<td>define semiotics and give detailed explanation of its concepts and methods</td>
<td>Content Knowledge</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets Subsets</td>
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<td>explain the concept of ideology and apply it to contemporary culture</td>
<td>Interpretation</td>
<td>2-Crit Think ISLO ISLO</td>
<td>IA Subsets Subsets Subsets</td>
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<td>critically evaluate how ideas from semiotics and communication studies may be used in the analysis and interpretation of multimodal texts</td>
<td>Interpretation</td>
<td>2-Crit Think ISLO ISLO</td>
<td>CA Subsets Subsets Subsets</td>
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<td>analyze works of design through semiotic frameworks</td>
<td>Interpretation</td>
<td>2-Crit Think ISLO ISLO</td>
<td>CA Subsets Subsets Subsets</td>
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<td>classify existing products with respect to their meanings in a broader system of objects</td>
<td>Interpretation</td>
<td>2-Crit Think ISLO ISLO</td>
<td>CA Subsets Subsets Subsets</td>
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<td>Communication Skills</td>
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<td>Critical Thinking</td>
<td>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
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<td>Foundational Skills</td>
<td>Information Management [IM], Quantitative Lit./Reasoning [QTR]</td>
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<td>Social Responsibility</td>
<td>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</td>
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<td>5</td>
<td>Industry, Professional, Discipline Specific Knowledge and Skills</td>
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*Include program objectives if applicable. Please consult with Program Coordinator*
J. **APPLIED LEARNING COMPONENT:** Yes [ ] No [x]

If YES, select one or more of the following categories:

- Classroom/Lab
- Internship
- Clinical Placement
- Practicum
- Service Learning
- Community Service
- Civic Engagement
- Creative Works/Senior Project
- Research
- Entrepreneurship
  (program, class, project)

K. **TEXTS:**


L. **REFERENCES:**


M. **EQUIPMENT:** None [ ] Needed: Technology enhanced classroom/VR headsets

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

1. In-class exercises
2. Projects
3. Participation
4. Formal essay

P. **DETAILED COURSE OUTLINE:**

I. Semiotics
   a. sign
   b. paradigm
   c. syntagm
   d. redundancy
   e. entropy
   f. code
   g. denotation
   h. connotation
   i. myth
   j. metaphor
   k. metonymy
   l. ideology
   m. representation
   n. kitsch
   o. encoding / decoding
II. Communication Theory
   a. Hall
   b. Bakhtin
   c. Shannon
   d. Habermas
   e. Foucault
   f. McLuhan
   g. Lyotard
   h. Bourdieu
   I. Baudrillard
   j. Derrida
   k. Barthes
   l. de Saussure

Q. LABORATORY OUTLINE: None ☒ Yes ☐