UNDERGRADUATE STUDIES

SOCIAL COMMUNICATION (COMPLEMENTARY MAJOR)



UNIVERSITÉ SAINT-PAUL UNIVERSITY

ustpaul.ca/programs

General Information

A complementary major is taken in addition to a student's main program. There is no direct admission in a complementary program; the choice is made after admission and registration in a bachelor program.

PROGRAM REQUIREMENTS

Compulsory Courses (24 units)

ISC1308 Introduction to New Media
ISC1310 Communication Research and Methodology
ISC2301 Communication and Organizations
ISC2306 Media and Ethics
ISC2307 Introduction to Communication
ISC2328 Communication Plan
ISC3300 Theories of Mediated Communication
ISC3305 Psycho Sociology of Mass Communications

Optional Courses (18 units)

6 units from:
ISC2313 Electronic Journalism
ISC2326 Print Media: Writing Principles
ISC2329 Interpersonal Communication
ISC2331 Conceptions of Society
ISC2342 Strategic Communication Tools

6 units from:
ISC3301 Social Marketing
ISC3302 Media and Great Social Debates
ISC3303 Professional Ethics in Communication
ISC3309 Creating Media Programming
ISC3312 Photography: Semiology of Image
ISC3318 Content Analysis
ISC3320 Internship I
ISC3327 Theories of Social Communication
ISC3331 Knowing the Media
ISC3339 Introduction to Public Relations
ISC3350 Contemporary Journalism Practices

6 units from:
ISC4300 Argumentation and Persuasive Communication
ISC4302 Social Communications and Social Media
ISC4304 Media and Religious Traditions
ISC4305 Communications for Sustainable Development
ISC4306 Stakes Analysis

ISC4314 Communication and Anthropology
ISC4320 Internship II
ISC4330 Research or Directed Study

COURSES

ISC 1308 - INTRODUCTION TO NEW MEDIA

Initiation to the techniques of communication and to the study of media. Trough basic exercises initiation to the laws of image from the perspective of the communication studies, to design and to photography. Audiovisual editing (image and sound), computer software and new technologies of communication.

ISC 1310 - COMMUNICATION RESEARCH AND METHODOLOGY

Basics of methodology in communication. Distinction between argumentation and empirical research. Distinction between qualitative and quantitative research. Key principles of qualitative and quantitative work.

ISC 2301 - COMMUNICATION AND ORGANIZATIONS

Definition of an organization. Usual approaches to communication within the organizations: functionalist, strategic, critical, and cultural. The change management issue. Impact of technology.

ISC 2306 - MEDIA AND ETHICS

Constitutive elements of ethical behavior. Basic ethical criteria in media communication. Rights in communication situations. Deontology codes in use in several institutions. Case analysis in media praxis: persuasion communication and fiction.

ISC 2307 - INTRODUCTION TO COMMUNICATION

Initiation to the language of communication. Main concepts. Most usual models in communication studies. Functions of communication. Communication scales from the personal interactions to mediated communication.

ISC 2313 - ELECTRONIC JOURNALISM

Initiation to news gathering. Verification procedures. Initiation to writing for electronic media. Initiation to news presentation. Initiation to radio and TV interview.

ISC 2326 - PRINT MEDIA: WRITING PRINCIPLES

Rules in information writing. The course will clarify the links between the apprenticeship of press writing and press reading. The course will also present the press writing rules in a broader theoretical context. Basic techniques concerning news gathering, story processing and diffusion of information in written press. News, reportage and editorial. Lectures and praxis.

ISC 2328 - COMMUNICATION PLAN

Definition of campaign, objectives, target audience, channel, public environment, etc. Planning of strategic communications. Development of a

communication plan; evaluation processes. Project management.

ISC 2329 - INTERPERSONAL COMMUNICATION

Main theories and techniques of analysis in the process of interpersonal communication. Conditions for successful interpersonal communication. Experiential learning in professional contexts as in other situations. Non-verbal communication.

ISC 2331 - CONCEPTIONS OF SOCIETY

Great traditions in social thought. In particular: the functionalist tradition; the conflictual tradition; the interactionist tradition; the economical conceptions of social reality.

ISC 2342 - STRATEGIC COMMUNICATION TOOLS

Initiation to the use of basic tools required for successful strategic communications. Research and analysis tools. Writing messages and integrating them to images, photographs and video. Press and media relations. Exhibits and promotional items. Use of social media.

ISC 3300 - THEORIES OF MEDIATED COMMUNICATION

Theories on the nature and the psychological, social and cultural influence of mediated communication. Introduction to the understanding of "magic ball" theories, of selective influence, of social differentiation, of indirect influence, of social organization, of the social construction of reality, etc.

ISC 3301 - SOCIAL MARKETING

Marketing in general, social marketing and advertising and related communication tools. Basic concepts; application of the marketing and advertising approaches to the promotion of social ideas, values and causes: product and audience analysis, identification of marketing and communications objectives, campaign evaluation.

ISC 3302 - MEDIA AND GREAT SOCIAL DEBATES

This is a course on key social debates concerning media and new media. In particular: information and the public sphere; status of minorities; great culture VS popular culture; great fears (sexuality, rumors, violence, consumption, death and religion).

ISC 3303 - PROFESSIONAL ETHICS IN COMMUNICATION

Professional Ethics in Communication Overview of approaches to professional ethics covering different subject areas of social communications including: news journalism, public relations, advertising and marketing. Ethical codes and regulation. Case studies.

ISC 3305 - PSYCHO SOCIOLOGY OF MASS COMMUNICATIONS

Main theories and concepts in social psychology useful for the understanding of following phenomena: communication, progression of the information and their effects. Classical concepts: attitudes, attribution, persuasion, cognitive dissonance. Mains concepts of contemporary social cognition theories: bias, heuristics.

ISC 3309 - CREATING MEDIA PROGRAMMING

Television, radio and cross media genres. Stages of production: from the original project, to creating the show, to scriptwriting, to the multiplatform strategy.

ISC 3312 - PHOTOGRAPHY: SEMIOLOGY OF IMAGE

Introduction to the language of images within the study of communications. Expressive value of the image and communication. Cultural iconic codes. Semiology of the image. Image as a language in relation to discourse and the weight it carries in a media context.

ISC 3318 - CONTENT ANALYSIS

Different theories and techniques to analyze content. Critical study of different types of messages: information, entertainment, advertising, etc.

ISC 3320 - INTERNSHIP I

Practical application of acquired knowledge. Activities monitored by a supervisor in a professional communication setting. Writing of practicum report. Graded S/NS.

ISC 3327 - THEORIES OF SOCIAL COMMUNICATION

In depth presentation of several theories. Particularly on the following: technologies and their impacts; networks and systems; culture and symbolism; conflicts and ideologies; critical theories; contributions from neurosciences.

ISC 3331 - KNOWING THE MEDIA

Evolution and future of great media. Commercial logic and business models. Understanding media issues in specific social contexts. National media reality and globalization.

ISC 3339 - INTRODUCTION TO PUBLIC RELATIONS

History and basic models of public relations. Main approaches, tools, audiences, work environment. Management, marketing, advertising, public affairs. Case studies.

ISC 3350 - CONTEMPORARY JOURNALISM PRACTICES

Journalism in the Internet age. Traditional journalism and new intermediaries of information. Integration of new means of collecting, processing, selecting, prioritizing and broadcasting information.

Prerequisite: ISC2326

ISC 4300 - ARGUMENTATION AND PERSUASIVE COMMUNICATION

Elements of the theory of argumentation. Concept of arguments in communication. Writing and public intervention exercises.

ISC 4302 - SOCIAL COMMUNICATIONS AND SOCIAL MEDIA

Concept of social communication. Evolution of the Web and advent of social media. Types of social media and their main uses. Social media and current practices in communication.

ISC 4304 - MEDIA AND RELIGIOUS TRADITIONS

Historical clashes between the media and religious traditions. Culture, religious traditions and the media. Possible divergences and convergences. Religious traditions and new technologies.

ISC 4305 - COMMUNICATIONS FOR SUSTAINABLE DEVELOPMENT

Evolution of the concept of sustainable development and its different definitions. Role and responsibility of social communications in sustainable development. Communication strategies for implementation.

ISC 4306 - STAKES ANALYSIS

Skill development in the analysis of social and socio-political situations. Several key concepts: situations, actors, problem framing, stakes, constraints. Identifying social and communication issues. Case analysis.

ISC 4314 - COMMUNICATION AND ANTHROPOLOGY

Notions of culture and socialization. Myths and rituals. Imagination and rationality. Social construction of meaning. Types of human being in media culture, types changed through modern experience of social communication. Institutionalized communication.

ISC 4320 - INTERNSHIP II

Practical application of acquired knowledge. Activities monitored by a supervisor in a professional communication setting. Writing of practicum report. Graded S/NS.

ISC 4330 - RESEARCH OR DIRECTED STUDY

Individual or small group study on a topic corresponding to the needs or particular interests of students. Record of accomplishments. Possibility of recognizing a relevant professional activity in the communication or information sectors.