

NU-Q Spring 2018 Course Descriptions

Communication/MIT Courses

Journalism Courses

Liberal Arts Courses

Communication/MIT Courses

MIT 190-0 Media Construction

In this introductory production course, students explore the technical and theoretical elements of media construction: storytelling, sound, image and editing. Building upon the aesthetic and narrative concepts introduced in MIT 220, this class will introduce the challenges and opportunities created by filming and editing sync-sound material. Basic camera, lighting, audio, and non-linear editing labs will be combined with regular discussions and lectures. Projects will include an audio assignment, a photography assignment, and a short film. Students will use DSLR still photography cameras, Canon C100 video cameras, location audio recording equipment, and Adobe Audition and Adobe Premiere Pro to envision and execute their productions.

Instructor(s): Danielle Beverly, Rana Kazkaz, Miriam Berg & Christina Paschyn

Prerequisites: None

- Freshmen only

MIT 205-0 Theories of Persuasion

This course introduces the student to the major approaches to the study of persuasion. Persuasion is studied throughout the social sciences - in communication, social psychology, advertising and marketing, and political science, so we will encounter diverse areas of persuasion research. The course is divided into three sections. In the first section foundational aspects of persuasion will be introduced. In the second section, the theoretical accounts of the processes underlying persuasion will be explored. In the third section, factors influencing persuasive effects will be discussed.

Instructor(s): Susan Dun

Prerequisites: None

- Sophomores and above

MIT 212-0 Exploring Global Media

This is a course about the various multi-billion dollar industries that provide us with information, entertainment, and advertising. As a result, these global media have an enormous impact in shaping our culture. Throughout the class, we will explore the infrastructures, markets, and stakeholders that shape the development of global media. This course aims to cover the historical context of global media; the theories to interpret global media's impact and reach; and the tools to investigate the elements and agents of global media. By the end of the course, students will be able to: explain when, how and why certain media can become global; apply global media theories to interpretations of global media contexts; research and assess global media organizations; and identify and assess current and future challenges and trends in global media.

Instructor(s): Joe Khalil

Prerequisites: None

- Sophomores and above

- Open for cross-registration
- Satisfies Media and Politics Minor

MIT 243-0 Acting I: Principles of Characterization

This course will focus on the fundamental principles of performance for the stage through text-based study of classical plays. Using exercises in character improvisation, students will learn how to explore and utilize the primary acting tools of observation and imagination, including models, metaphors, imagery, and personal experience, as avenues to create character. They will also learn how to develop and dramatize the principal elements of dramatic scene structure such as playing intentions, creating meaningful actions, building relationships, developing shared circumstances, and activating emotional preparation. In addition, coursework will focus on exploring the actor's creative process of transforming character research and analysis into live stage presentation and production.

Instructor(s): Ann Woodworth

Prerequisites: MIT 143-0

- Sophomores and above

MIT 260-0 Foundations of Screenwriting

This course is designed to supply students with tools to expand and enrich their appreciation of all aspects of filmmaking, especially screenwriting. Students will prepare for entry into the professional world by learning how outside forces can influence the screenwriter's decisions. Through the practice of screenwriting, students will: (1) learn how to represent in words not only story, but also sound design, editing, visual design, and other elements of media making; (2) discover how core concepts of character, structure, plot, theme, and tone interact within existing and emerging media forms, and (3) explore a variety of films, topics, and exercises that will provide inspiration for a piece of original work of personal significance. By the end of the course, students will be able to: (1) write in professional screenplay style and format; (2) generate compelling scenes, characters, and stories, and distinguish between derivative, obvious choices and honest, original alternatives that affect and move an audience; (3) think like a screenwriter, applying the language of constructive screenplay development and criticism to their own work as well as to the work of others.

Instructor(s): Susan Pak, Marco Williams & Dana Atrach

Prerequisites: None

- Sophomores and above, MIT majors only

MIT 322-0 Radio/Television/Film Genre: History of Animation

This course surveys the history of animation from its beginnings in the 1900s to its pervasive presence in contemporary visual culture. It will cover influential cultural institutions of the silent era, such as magic, vaudeville, and modern painting, to see how animators adapted these for their new art. American animation will receive a close look, starting with an examination of the industrial practices and themes of the Hollywood studios, then moving on to independent American animators and limited animation. We will also examine the studio systems of other countries, especially Canada, Japan, and Eastern Europe, looking particularly at the role the state plays in animation production. We will explore animation from Africa, the Middle East, and South Asia, including the relationship between animation and folklore. Finally, we will examine recent developments in animation, from animated documentaries to the latest trends in computer animation. By the end of the course, students will be able to describe the major historical trends

in animation practice; identify and describe different styles and materials used in animation; name stylistic elements of any given animation according to a standard glossary of terms and link these elements to their mode of production; describe persistent themes in the history of animation and offer examples from specific films; and connect important films in the history of animation to their industrial, cultural, or social context. Students will be evaluated on their participation, quizzes, short papers or a longer essay, and a group presentation.

Instructor(s): Scott Curtis

Prerequisites: MIT 220-0

- Sophomores and above
- Open for cross-registration

MIT 322-0 Radio/Television/Film Genre: Global Music Video

This course looks at music video as a global phenomenon that developed on film, matured on television, and then adapted to the Internet. Students will become familiar with the history, aesthetics, and politics of this hybrid media form, and will analyze the place of the music video in today's global entertainment industry. In so doing, they will grapple with questions of cultural (non)specificity; gender, sexuality & censorship; and circulation/virality. They will practice writing about music video as both cultural critics—via blog posts and reviews—and as scholars—via academic essays and a research paper. By the end of the course, students will be able to 1) identify the dominant visual, sonic, and cinematic codes through which music videos communicate to viewers; 2) explain music video's embeddedness in both media history and our contemporary mediascape; and 3) unpack the politics of music videos' "messages" to their viewing public(s).

Instructor(s): Pamela Grenelle Krayenbuhl

Prerequisites: MIT 220-0

- Sophomores and above
- Open for cross-registration
- Satisfies Media and Politics Minor

MIT 330-2 Creative Collaboration II

In Creative Collaboration II, students continue working in a collaborative process by developing and producing the original script (created during fall semester) into a staged production. Students will be involved in multiple artistic positions, and will perform either onstage or offstage in the final production for the public. (The rehearsal process will require additional evening and/or weekend meeting time outside of class during the final 3 weeks.) Although there is no prerequisite for this course, it is highly advisable that students have previously taken one of the performance courses, THEATRE143 Basic Acting or MIT 243-0 Acting I: Principles of Characterization, as well as Creative Collaboration I. All students must submit a one-page (maximum) statement prior to registration addressing the questions below. Please submit this via email directly to Professor Woodworth (a-woodworth@northwestern.edu) by November 22, 2017. Please respond to the following questions: 1. Why are you interested in this course? 2. In what areas are you most interested in participating, i.e. actor, singer, choreographer, producer, musician, film creator/director (or others)? 3. What skills and/or talents do you have that you would like to explore as a creative resource for this project? 4. Do you have any other major commitment/s during spring semester that would interfere with rehearsals scheduled outside of class during the last 3 weeks?

Instructor(s): Ann Woodworth

Prerequisites: None

- Sophomores and above
- Consent of instructor required

MIT 349-0 Internship

This course provides academic structure and guidance for professional internships being completed by students in the Communication Program. The course covers organizational communication and behavior topics, including: organizational cultures; working in teams; managing generational differences; effective workplace strategies; leadership and mentoring; work-life balance; ethics and soft skills; feedback and motivation; technology in the workplace; networking; and starting life as young professional. In this seminar-style class, we discuss the readings and their relationship to events in the job sites; students share their progress reports, questions, and concerns about the work they are completing in various media-related jobs. Students are encouraged to explore the links and gaps between what they have learned in the classroom and what they are learning in the workplace, thereby developing their professional skills while deepening their academic experiences. Students are evaluated on a written final project and presentation and by their work site supervisor, as well as their weekly written responses to the readings, which should show a clear understanding of the readings as well as thoughtful application to the work site.

Instructor(s): Susan Dun

Prerequisites: None

- Juniors and above, MIT majors only
- Consent of instructor is required
- Students may register for 1-4 units with the instructor's permission

MIT 360-0 Topics in Media Writing: Pixar Storytelling

Pixar has a distinct cinematic voice, loved by audiences, critics, and filmmakers alike. Not only are Pixar's films known for their rich fictional worlds, glorious visuals, and original plots, but for their ability to move audiences. This course will focus on Pixar's effective storytelling techniques (core ideas, moving conflict, emotionally satisfying endings, character development, theme, etc.) and how they are used to create memorable films. Students will craft finished works including but not limited to character studies, dialogues, scenes, analyses, and a completed feature film screenplay. This course is for writers interested in writing for animation or for anyone who is interested in learning more about the world of storytelling.

Instructor(s): Dana Atrach

Prerequisites: MIT 260-0

- Sophomores and above, MIT majors only

MIT 360-0 Topics in Media Writing: The Spec Script

The course goal is to provide students with the basic tools for writing an episode of an existing television show, including writing a longline which summarizes the premise of the story, as well as a beat sheet outlining the turning points in their script. Students will also develop skills in pitching, writing, and selling their work. By the end of the course, students will be able to: 1) complete a spec script of an existing half-hour comedy or an hour-long drama, 2) develop their skills in matching the structure, tone and voice of an existing program, while still maintaining their own creative point of view, 3) actively participate in a collaborative "writers' room" environment.

Instructor(s): Sue Pak

Prerequisites: MIT 260-0

- Sophomores and above, MIT majors only

MIT 379-0 Topics in F/V/A Production: Media Performance Technologies

This course will be a three-part studio class taught by three professors from Northwestern's Evanston campus (Eric Patrick, Stephan Moore, Chaz Evans). The course explores the creation and performance of image, sound, and interaction through various contemporary technologies and techniques. Students will be introduced to several software and hardware platforms, and will focus on understanding the relationship between screens, the spaces around screens, the sonic environment and human performance. The three modules are 1) Video Mixing and Projection Mapping for creating live video mixes that can be performed in diverse settings, 2) Interactive Sound for Live Events for the live creation and performance of electronic sound and music, and 3) Media Enabled Performance for projects that cross between digital and corporeal space through live interaction. The class will culminate in a final exhibition/performance of the work created throughout the semester.

Instructor(s): Eric Adrian Patrick, Chaz Evans & Stephan Moore

Prerequisites: MIT 190-0

- Sophomores and above, MIT majors only

MIT 390-0 Directing: Directing the Camera

Directing the Camera is a workshop-based course designed to explore the expressive potential of the camera in dramatic filmmaking. The goal is to explore the relationship between the actor, the setting, and the frame in order to create a clear, powerful experience for viewers. Through the filming/taping of assigned scenes, and the screening of film and television clips, the course explores directorial choices, including: staging actors for the camera, visual grammar, framing and movement, coverage, mise-en-scene, editing, and genres.

Instructor(s): Marco Williams

Prerequisites: MIT 190-0

- Sophomores and above, MIT majors only

MIT 398-0 Undergraduate Seminar: Contemporary Adaptation & Intermedia

Many of the most memorable and successful media texts of all time have been adaptations of preexisting source material; in the last few decades, film and television's adaptive relationships have become increasingly complex. This course examines the theory, aesthetics, and politics of adaptation, as well as the stakes of cinematic and televisual involvement in more complicated relationships of intermediality among multiple arts and media formats. In the context of increasing multimedia saturation and advanced capitalism, media makers have adapted plays and operas, (graphic) novels, musicals, paintings, comic books, video games, and more to screens big and small, and the results have spawned additional media texts. Spiderman (2002), for example, was adapted from 1960s comics, '70s-'90s television cartoons, and '80s-'90s video games, and was then followed by several sequels, a film reboot, more video games, and a Broadway musical spinoff. In this course, students will examine a variety of such intermedial relationships and consider the complexities of translation across media forms, including questions of "fidelity" and the "original," as well as the politics of re-authorship in historical contexts and media environments often far removed from their original sources. Students will also pay close attention

to the intricacies of representation, particularly issues of difference in race, gender, sexuality, class, and nation.

Instructor(s): Pamela Grenelle Krayenbuhl

Prerequisites: MIT 220-0

- Sophomores and above
- Open for cross-registration

MIT 398-0 Undergraduate Seminar: Communication and Sport

Communication and sport introduces students to the study of communication in sport contexts, including interpersonal, organizational and media. Topics covered include identity (racial, gender, etc.), fan cultures, sports media, politics and nationalism, player-coach relationships, parent-child interactions in the context of sport, communication in teams, crisis communication and new media in sport.

Instructor(s): Susan Dun

Prerequisites: None

- Sophomores and above
- Open for cross-registration
- Satisfies Media and Politics Minor

Journalism Courses

INTERDIS 201-0 Media and Society

Media and Society explores the interactions among media, culture and society. Students work to develop critical perspectives on mass media as they consider the relationships between media institutions, content, culture, audiences and communities. The impact of globalization and the role of technological change are important variables. Students also consider the historical background of several media industries, including newspapers, film, radio, the internet, television and music. The course examines content and media messages delivered as news, entertainment, persuasion, public relations and advertising. Global media systems are playing an increasingly large role and are vital area of study within the class, as is the notion of ethical communication. Media and society students should be able to identify structure and purpose of variety of media organizations and be able to describe their influence on individuals and social, political and geographic communities.

Instructor(s): Mary Dedinsky & Banu Akdenizli

Prerequisites: None

- Freshmen only

JOUR 101-0 Introduction to Journalism

This course provides an overview of journalism fundamentals and will explore how news is defined, reported, written and produced for print, broadcast and online media platforms. Journalism 101 is designed to not only introduce students to journalism, but is tailored to help students begin to develop their own skills in producing content across a variety of platforms for news, sports, business and current affairs.

Instructor(s): Marci Brown

Prerequisites: None

- ABP students only
- Open for cross-registration

JOUR 301-1 News Gathering and Assessment (9 Weeks)

Focuses on news gathering as the "science of verification," using multiple independent sources to find, confirm, check and report facts. You will scrutinize and evaluate publicly-available documents, information obtained via social media, quantitative data, historical records, legal records, peer-reviewed research as well as information gathered from interviews. You will gather and verify information to produce new pieces of reporting as well as adding facts and context to existing reporting as part of ethical aggregation and curation.

Instructor(s): Andrew Mills & Justin Martin

Prerequisites: JOUR 201-0

- Sophomores only, JOUR majors only
- This course carries 0.66 NU-Q units

JOUR 303-0 Audience Insight (9 Weeks)

This class provides an in-depth understanding of audience analytics, its significance in contemporary journalism, and the importance of understanding your viewers and their motivations for consuming media when it comes to content production. The course will further introduce students to audience research and what methods are most appropriate to identify your target audience. This course will also provide an historical overview of the public and both its relationship with news media, and media as a whole.

Instructor(s): Miriam Berg

Prerequisites: JOUR 201-0

- Sophomores only, JOUR majors only
- This course carries 0.66 NU-Q units

JOUR 304-0 360 Video Journalism (5 Weeks)

Video journalism in 360 degrees is here. This course will introduce you to the challenges and opportunities of this evolving platform for immersive journalism and give you the chance to experiment with a rapidly developing piece of technology when you complete your own immersive journalism project using 360-degree video. This course will equip you with the background and hands-on knowledge to get started leading your own 360 video journalism projects.

Instructor(s): Andrew Mills

Prerequisites: None

- Sophomores only, JOUR majors only
- This course carries 0.34 NU-Q units

JOUR 305-0 Podcasting (5 Weeks)

This course will introduce you to audio storytelling that combines in-depth reporting with strong, character-driven narrative features. Such stories commonly appear on established podcasts like This American Life, Radiolab and Embedded and many others. The course will run as a small newsroom, complete with pitch meetings and workshops. After a quick introduction to audio equipment, you will create two broadcast-worthy audio features. You will produce your stories

through an editing workflow and will workshop each other's' stories. We'll cover how to best write for the ear, and you'll receive coaching to record narration in the studio. We will spend time every week listening to excellent audio stories to help you learn to identify what makes for good radio story subjects and sources.

Instructor(s): Andrew Mills

Prerequisites: None

- Sophomores only, JOUR majors only
- This course carries 0.34 NU-Q units

JOUR 306-0 Broadcast Production (5 Weeks)

This course will be an introduction to broadcast production and will cover techniques of gathering, reporting, and producing video news with special emphasis on production and writing. This will be accomplished through lecture/discussion and exercises. Upon completion of this course students should be able to write/produce short newscast and will also be comfortable presenting and reporting for live broadcast.

Instructor(s): Miriam Berg

Prerequisites: None

- Sophomores only, JOUR majors only
- This course carries 0.34 NU-Q units

JOUR 307-0 Basic Media Design (5 Weeks)

Basic Media Design is an introductory course that develops a student's ability to analyze and create designs using basic design principles and theory applicable to all media design. The course is based on the application of the fundamental elements of art. Students are introduced to tools and techniques used in today's media industry to undertake a study of two-dimensional design that emphasizes visual communication principles. Topics include basic terminology and graphic design principles, introduction to the fundamentals of design, typography and color theory. Form, balance, structure, rhythm, and harmony are studied in black and white and in color. This course lays the foundation for more advanced design print and digital design courses.

Instructor(s): Amy Sanders

Prerequisites: None

- Sophomores only, JOUR majors only
- This course carries 0.34 NU-Q units

JOUR 308-0 Introduction to Graphics (5 Weeks)

Students will be introduced to the foundational principles of two-dimensional visual representation of information. Each lesson will split the focus between discussing key components of design practice and introducing a format for representing information graphically. The class consists of a deep study of information graphics, including the use of charts, maps, diagrams and illustrations to tell stories. Students will learn to create effective graphical displays of evidence and information to prepare them for more advanced graphic design courses.

Instructor(s): Amy Sanders

Prerequisites: None

- Sophomores only, JOUR majors only
- This course carries 0.34 NU-Q units

JOUR 309-0 Sports Copy Editing (5 Weeks)

Sports copy editing teaches students to hone their writing and editing skills by introducing basic copy-editing skills that can be used in both print and digital environments. In addition to perfecting basic grammar, spelling and punctuation skills, students will be introduced to the specific challenges presented by sports copy. Emphasis will be placed on working with jargon, raw data and statistics, which frequently appear in sports journalism and sports marketing copy. Students will also learn to edit and proof-read visual elements, including graphs, charts, tables and other data visualizations that are likely to appear in sports media.

Instructor(s): Amy Sanders

Prerequisites: None

- Sophomores only, JOUR majors only
- This course carries 0.34 NU-Q units

JOUR 321-0 Storytelling: Magazine and Feature Writing (5 Weeks)

Magazine and Feature Writing students will be introduced to the editorial flank of the magazine world (online and print), a huge and storied part of not just journalism but the sphere of public debate, controversy, and exchange of ideas. Students will learn to write and edit various “kinds” of magazine stories. Though they originated in print magazines (and still do so in a surprisingly robust way), these archetypical stories have survived the transition to online publications to an important extent. (We will discuss the differences between online stories and print.) This is a writing-emphasized, editing-dependent and reporting-based class. You will learn important skills and will be shown an expansive venue for your story ideas, storytelling abilities and, of course, your unique writing style and voice. By this point in the journalism program, students are expected to have advanced writing skills so that we may focus more on the various structures and approaches to magazine writing. Students are expected to develop their story ideas (in close consultation with your instructor and classmates) and find sources required to produce interesting and well-told stories. Also, you will produce your own multi-media accompaniments to your stories. As such, you will be introduced to open-source offerings that permit students to design creative art concepts intended to accompany their written pieces. An example is the work done by Medill’s Knight lab. It is said that writers are born, not made. This is true, but only in the sense that writers, like the rest of humanity, experience birth. In this class, you will write and find your storytelling voice.

Instructor(s): Abraham Abusharif

Prerequisites: JOUR 301-0 with a C or better

- Juniors and above JOUR majors only; for students going on residency.

JOUR 342-0 Advanced Online Storytelling (5 Weeks)

Advanced Online Storytelling is a 5-week course that prepares journalism students for their residencies by simulating a newsroom environment. It is an intensive exploration of advanced multimedia reporting, which gives students in their junior year the chance to apply all of their multimedia reporting skills to one single class project.

Instructor(s): Christina Paschyn

Prerequisites: None

- Juniors and above JOUR majors only; for students going on residency.

JOUR 345-0 Journalism Residency: News Magazine and Feature Writing Residency

Journalism Residency in Newspaper/Online (2 units). Hones reporting and news writing skills through practical assignments, including multimedia opportunities whenever possible, under deadline pressure and close editorial supervision.

Instructor(s): Mary Dedinsky

Prerequisites: Must enroll and obtain a C or better in JOUR 342-0 and JOUR 321-0.

- Juniors and above JOUR majors only

JOUR 355-0 Journalism Residency: Magazine Writing Residency

Journalism Residency in Magazine (2 units). Exploration of aspects of magazine writing and reporting. Practical assignments, including print and web content whenever possible, in a magazine office with deadline pressure and close professional supervision.

Instructor(s): Mary Dedinsky

Prerequisites: Must enroll and obtain a C or better in JOUR 342-0 and JOUR 321-0.

- Juniors and above JOUR majors only

JOUR 365-0 Journalism Residency: Broadcast Reporting

Journalism Residency in Broadcast (2 units). Gathering television news in the field; writing scripts, readers, voiceovers, packages and on-camera news for reporters and anchors. Practical assignments in a broadcast newsroom under close professional supervision.

Instructor(s): Mary Dedinsky

Prerequisites: Must enroll and obtain a C or better in JOUR 342-0 and JOUR 321-0.

- Juniors and above JOUR majors only

JOUR 390-0/MIT 398-0 Special Topics: Media and Religion

Many of the most significant public discourses and media narratives produced today are those that concern religion. Matters of faith and its practices, contestations, pamphleteering, violence, social backlashes, and fictive storylines are all fodder for media content and for provoking crucial global conversations. In this class, students will be introduced to the surprisingly close relationships between the mighty forces of media and religion in what is arguably a “secular” age. We will take a close look at the evolution of religious content in popular media (including entertainment, journalism, and religious broadcasting) and examine how this all relates to what is loosely called “globalization.” We will also consider methods to produce case studies of major media stories that started as or evolved into religion-based narratives, mainly Islam, such as ISIS’s use of digital media; reactions and counter-reactions to the Charlie Hedbo shootings; Western discourses appropriating religion for political advantage; and appraisals of media handling of such flashpoints as the Chapel Hill murders, South Carolina church shootings, post-elections intimidations, and more. This will be an interactive class with much discussion and analysis.

Instructor(s): Abraham Abusharif

Prerequisites: None

- Sophomores and above
- Open for cross-registration
- Satisfies Media and Politics Minor

JOUR 390-0/MIT 398-0 Special Topics: Sports, Media & Society

This is a survey course dedicated to the simple proposition that sport is a social institution no less than education, religion, family, or the military, and no less important: It makes identities of all kinds, from the national to the deeply personal. Modern sports were born in the early 19th century, at the same time and for the same reasons as modern mass media; the two have ever since been joined at the hip, such that scholars often refer to them as one institution: “mediasport.” Today sport is the most valuable, highest-earning media product in the global entertainment industry—indeed for many of us, sport is something we consume, not something we do. And yet the “right to play” is—according to the United Nations, the International Olympic Committee, and the European Union—a fundamental human right. So it’s big stuff—less than war, but more than a game. In this course, sport is considered from various contexts. We do it through weekly monitoring of sports media, documentary films, student research and writing assignments, and class discussion. Our contexts include commerce and industry, domestic and international politics (including war) gender and sex identities, racial and ethnic relations, religion and spirituality, and popular culture from fashion to video games. How sport became a training ground for “life” is uniquely an American story, with analogs in many other places, from China to Canada, from Qatar to Egypt, Brazil to Britain, Kenya to Pakistan.

Instructor(s): Craig Llewellyn LaMay

Prerequisites: None

- Sophomore and above
- Open for cross-registration
- Satisfies Media and Politics Minor

JOUR 395-0 Special Topics: Strategic Communication Residency

Practical work under professional supervision in a public relations agency or in a division of a corporate or not-for-profit entity.

Instructor(s): Mary Dedinsky & Ilhem Allagui

Prerequisites: Must enroll and obtain a C or better in JOUR 342-0 and JOUR 321-0.

- JOUR majors only

STRATCOM 303-0 Introduction to Strategic Communication

Introductory course in which students learn about the fundamentals of strategic communication; become familiar with strategic communication practices such as advertising, public relations, branding, corporate communication, promotions, social media marketing, and mobile marketing; understand the integrated approach to IMC (Integrated Marketing Communications); explore issues shaping the practice of strategic communication such as ethics and industry regulations; discover career opportunities and types of jobs in strategic marketing communications in the non-profit sector, the private sector, or the government.

Instructor(s): Ilhem Allagui

Prerequisites: None

- Sophomores and above
- Open for cross-registration
- Students who have earned credit for IMC 330-0 or IMC 303 may not earn credit for STRATCOM 303-0
- Satisfies Strategic Communication Certificate

STRATCOM 305-0 Corporate Storytelling

Development of messages and message strategy for communicating with consumers and other audiences. Emphasis on understanding message structure, how persuasion works and how strategic communication appeals are developed and executed on a variety of media. Hands-on exercises in writing and creating messages for effective brand, non-profit and corporate communications.

Instructor(s): George Anghelcev

Prerequisites: IMC 330-0 or STRATCOM 303-0

- Sophomores and above
- Open for cross-registration
- Students who have earned credit for IMC 331-0 may not earn credit for STRATCOM 305-0
- Satisfies Strategic Communication Certificate

STRATCOM 320-0 Strategic Communication Campaigns

Strategic Communication Campaigns Students develop a comprehensive integrated strategic communication program in a real-world setting. Final product consists of a report that outlines the learning and insights that led to the strategic, creative, interactive and digital recommendations; a client presentation; and a project book detailing the research, analysis, strategy, creative and content execution, media use and other integrated communication activities.

Instructor(s): Ilhem Allagui

Prerequisites: STRATCOM 305-0 OR IMC 331-0

- Juniors and above
- Open for cross-registration
- Satisfies Strategic Communication Certificate

Liberal Arts Courses

Anthro 379-0: Advanced Topics: Anthropology of Palestine

This course will explore Palestinian culture, society, economy, and politics through literature, ethnography, and film. We will investigate different aspects of the everyday lives of Palestinians and learn about their national struggle. Topics to be covered will include human rights, constructions of gender, political economy, and social movements to name a few.

Instructor(s): Sami Hermez

Prerequisites: None

- Juniors and above
- Open for cross-registration
- Satisfies Middle Eastern Studies Certificate & Middle Eastern Studies Minor

Arabic 142-0 Arabic for Media

This course offers students an opportunity to develop an understanding of some of the main language properties of popular media productions in Arabic.

Participants will focus on the linguistic properties of religious television programming. Religious discourse plays a significant role in the lives of large segments of our society. It constitutes a vehicle for moral values and articulates a view of the world and a purpose for life.

The course addresses the discourse of religious television programming from two angles:

1-From a Critical Discourse Analysis angle, students will analyze discourse elements that promote ideological control, acquisition of power, and subjugation of the other. It will highlight how these elements can be fundamentally opposed to the religious intent the programming claims to articulate.

2-From a Pragmatics standpoint, students will explore matters of context and the creation of meaning in religious programming. It will also examine the role and participation of media professionals in mediated religious content.

Students will view and discuss authentic materials and analyze religious television shows from different parts of the Arab world. They will also produce papers based on data they derive from television programs.

Enrolled students are expected to have a high proficiency level in Arabic. Students can take this course with the permission of the instructor.

Instructor(s): Mounir Ouanaimi

Prerequisites: None

- Freshmen and above; instructor permission only: students should email the instructor for permission to register at: mounir-ouanaimi@northwestern.edu
- Open for cross-registration
- This course carries 0.5 NU-Q units
- Satisfies Middle East Studies certificate

ECON 295-0 Topics in Economics: Global Brand Management: Business Cases

This course will introduce students to the basic concepts of brand management and the various components that create the value of an international brand. The selection of business cases will focus on global brands and luxury goods so to enhance engagement of faculty with students. The cases selection will cover the key concepts fundamental to brand development such as cultural foundations of brands, the dream factor, marketing strategies, and patterns and motivations of consumption of specific products. The focus will be on analysis of the cultural dimensions of existing powerful brands that students can easily recognize such as YSL, Chanel, Toyota Lexus, Starbucks, Apple and Tesla.

Instructor(s): Giovanni Bandi & Maryam Mohammed

Prerequisites: None

- Freshmen and above
- Open for cross-registration

ENGL 103-2 First-Year Writing

In this course students will explore issues in writing for research. They will formulate research questions, identify research methods, select sources, understand research contexts, and assess audience expectations.

Instructor(s): Maria Lombard / Bronwyn Jean Bethel / Sam Meekings / Andres Amerikaner

Prerequisites: ENGL 103-1

- Freshmen only

ENGL 242-0 Topics in Literature: Literature and Place

This course will examine literary works through their specific settings. In the introductory text of the course, Tim Cresswell writes that “place is not just a thing in the world but a way of understanding the world.” Focusing on place in literary texts provides a critical lens that unlocks a

rich variety of subjects: themes of identity, belonging, and displacement, as well as the gamut of social and political issues. This kind of place based analysis gives rise to a number of important questions as well: How can setting act as character? How does location become place? And, how fully can works of literature create place in the minds of readers? As the class encounters works from the Middle East, Africa, India, the Caribbean, and the U.S., the common goal will be to utilize place as a method of inquiry to more deeply examine and comprehend the world.

Instructor(s): Aaron Laduke

Prerequisites: None

- Freshmen and Sophomore
- Open for cross-registration

ENGL 379-0 Special Topics: Multiethnic American Literature

This course introduces students to several major writers, issues and forms of American literature with particular attention to literary contributions from ethnic groups such as Native American, African American, Latino/a American, Arab American and Asian American. The course will explore the ways in which these writers and texts contest dominant narratives of America. Special attention will be given to the ways in which race, class, gender, and ethnicity shape personal, cultural, and social realities.

Instructor(s): Hariclea Zengos

Prerequisites: None

- Juniors and above
- Open for cross-registration

History 242-0 Topics in History: 20th Century U.S. History

This course explores the major themes of the history of the United States in the 20th Century. It is designed to be an analysis of the forces that shaped and reshaped American society from 1900 to the present day. In what has become known as America's Century, the United States rose to superpower status abroad and at home began reexamining what it meant to be American. We will focus on how generations of ordinary Americans experienced and responded to this fast paced century. Topics covered in the course include American imperialism, Progressivism, World War I, the Roaring Twenties, the Great Depression, World War II, the Postwar Boom, the Cold War, the Civil Rights Movements, Vietnam War, New Conservatism and Globalism. Special attention will be given to the different ways popular forms of media responded to and, in turn, influenced the major themes of the day.

Instructor(s): Christopher Sparshott

Prerequisites: None

- Freshmen and sophomores
- Open for cross-registration

History 242-0 Topics in History: History of the Modern Middle East

This course familiarizes students with key historical developments in the Middle East from the early eighteenth century to the present. Currents of political change affecting the Middle East are contextualized in broader global power struggles, secular and Islamic intellectual influences, social forces, and economic history. Course material covers the heartlands of the Middle East, with particular reference to Turkey, Iran, Egypt, North Africa, and Israel/Palestine.

Instructor(s): Zachary Wright

Prerequisites: None

- Freshmen and sophomores
- Open for cross-registration
- Satisfies Middle Eastern Studies Certificate & Middle Eastern Studies Minor

History 387-0 History Adv Special Topics: British India

The history of modern India cannot be explained without understanding the impact of the British Empire. For 350 years Britain and India shared a common history that has a lasting legacy today. This course explores the major themes of the British Empire in India from the formation of the East India Company in 1600 to Indian Independence and Partition in 1947. Empires are shaped by the encounters between agents of imperial power and indigenous peoples. These encounters change both groups creating a hybrid society with long term consequences. We will explore the different types of imperial encounters that took place between Britons and Indians from conquest and subjugation, to negotiation and collaboration, and finally struggle and resistance. By focusing on these experiences our goal is to avoid the traditional imperial narrative of superior Britons and inferior Indians and instead understand British India as a place of encounters and experiences.

Instructor(s): Christopher Sparshott

Prerequisites: None

- Juniors and above
- Open for cross-registration

INTERDIS 242-0 Topics in Science and Technology Studies: Our Electrified World

Electricity dominates our lives. But our electrified world presents opportunities as well as challenges. Electric-powered technologies help complete many of our tasks and many people claim that electricity to be the underlying energy of our civilization. At the same time, electricity exposes inequalities in the world (not all societies have access to it) and serious environmental implications. Drawing from a variety of sources and disciplines, this course examines the nuts and bolts of electricity, history of electricity and electrification, and the consequences (good and bad) of our electrified world.

Instructor(s): Anto Mohsin

Prerequisites: None

- Sophomores and above
- Open for cross-registration

INTERDIS 242-0 Topics in Science and Technology Studies: Science, Technology & Society

The course introduces you the role of science and technology in different societies around world from different time periods. Exploring science and technology in world history, we will examine several case studies that raise important questions related to the relationship between science and technology and between technoscience and society. We will explore how both local and global human endeavors influenced the development of science and technology and how societies were in turn shaped by these technoscientific developments. Along the way, important concepts and key terms in science and technology studies (STS) will be introduced as way to discuss the intertwining connection among science, technology, and society.

Instructor(s): Anto Mohsin

Prerequisites: None

- Freshmen and sophomores
- Open for cross-registration

PHIL 387-0 Advanced Topics in Philosophy: Social Construction

The idea that aspects of our world are socially constructed has become prominent both in public discourse and in a number of academic disciplines, including sociology, anthropology, gender studies, disability studies, critical race theory, and literary theory. The goal of this class is to better understand claims about social construction. How is social construction supposed to work? Does it work the same way in all cases? How can our thinking about something affect the nature of the things we think about? What are the historical developments and social forces at work? Does the claim that something is socially constructed mean that it is not real? We are also going to think about the political and ethical implications of the idea: Does the claim that something is socially constructed undermine its authority? What is the problem with essentialist claims about race, gender, social institutions, etc.? Does social construction mean that “anything goes”? What should do with the things that turn out to be socially constructed — keep, reform, or abolish them? We are going to explore these issues by looking at a number of concrete topics, including race, gender, disability, money, and power. In addition to systematic philosophical texts, we are going to read texts that situate these phenomena in concrete social and historical contexts. The class will have an interactive, discussion-based format.

Instructor(s): Torsten Menge

Prerequisites: None

- Sophomores and above
- Open for cross-registration

Poli_Sci 242-0 Topics in Political Science: Gulf Society and Politics

This class investigates important themes of contemporary Gulf society and politics: the impact of oil wealth on social and political development, contested notions of citizenship in the Gulf, and changing gender roles in the Gulf. Political readings are combined with literature from the Gulf region. Students should end the class with a better understanding of the rapid development and transformation of Gulf society and politics, and the challenges still facing the region.

Instructor(s): Jocelyn Mitchell

Prerequisites: None

- Freshmen and sophomores
- Open for cross-registration
- Satisfies Middle Eastern Studies Certificate & Middle Eastern Studies Minor

Poli_Sci 242-0 Topics in Political Science: Intro to International Relations

This course serves as an introduction to theories and issues of international relations (IR). It provides the necessary analytical frameworks and conceptual knowledge that makes understanding world politics for students possible (and even enjoyable). The design and focus of the course give balance between theory and practice; involving students with issues and approaches of global significance such as the cold war, American hegemony, world security and terrorism. The first part of the course provides history and context to the study of IR. The second part examines the main theories and approaches of explaining and understanding IR. The third part engages with the processes, structures and institutions of international politics over the 20th and 21st centuries, such as war, international law and the UN. Finally, the course concludes with a fourth part that zooms into some of the major issues of current global politics such as weapons of

mass destruction and humanitarian intervention; and gives some focus on Middle Eastern and Islamist international politics.

Instructor(s): Khaled Al Hroub

Prerequisites: None

- Freshmen and sophomores
- Open for cross-registration

Poli_Sci 242-0 Topics in Political Science: Islamism and Politics in ME

The course combines thematic analysis and case studies. Islamists' perceptions of history and nation, religion and politics, and modernity and morality will be discussed, along with on-going debates concerning equality, democracy, women, non-Muslims, citizenship and civil constitutions. The course surveys a wide spectrum of Islamism, from 'moderate' and nonviolent movements such as the Muslim Brotherhood organizations and the Justice and Development Party in Turkey to 'radical' and violent movements such as Al-Qaeda and Hizbullah. The role of the media is also analyzed.

Instructor(s): Khaled Al Hroub

Prerequisites: None

- Sophomores and above
- Open for cross-registration
- Satisfies Middle Eastern Studies Certificate & Middle Eastern Studies Minor
- Satisfies Media and Politics Minor

Sociology 242-0 Topics in Sociology: Globalization & Youth

The course explores the life of the youth in countries in the South (primarily the Middle East and Asia) with particular focus on their connections to the global centers of ideas and practices all over the world. Through a combination of essays, ethnographies, journal articles, and films this course examines the place and role of the youth of global south in the 'Global Village'.

Instructor(s): Hasan Mahmud

Prerequisites: None

- Freshmen and Sophomores
- Open for cross-registration

Sociology 387-0 Advanced Topics in Sociology: Individuals and Groups in Sociology

This course introduces sociological theories in understanding how society affects individuals and groups. It begins with Marx, Durkheim, and Weber's foundational social theories and then goes on to the major schools of modern social thought, including Symbolic - Interactionism, Critical Theory, and contemporary theories of race, ethnicity, gender, Post- Structuralism and Post-Modernism.

Instructor(s): Hasan Mahmud

Prerequisites: None

- Juniors and above
- Open for cross-registration