

# NU-Q Fall 2018 Course Descriptions

## Communication/MIT Courses

### Journalism Courses

### Liberal Arts Courses

## Communication/ MIT Courses

### **GEN CMN 201-0 Research Methods in Communication Studies**

This course introduces students to the basic research concepts, methods, and tools used to design, conduct, and interpret studies in communication and other fields. We will examine both quantitative and qualitative approaches, including experiments, surveys/interviews, ethnography, field research and content analysis. The course investigates the basic process common to investigations of a variety of research questions from the communication field. Students will become critical and informed research consumers, developing proficiency at evaluating research. Additionally, students will learn how to design an original study to answer a research question.

**Instructor(s):** Susan Dun

**Prerequisites:** None

- Required for MIT sophomores
- Open to sophomores and above, MIT majors only
- **Students must be present on the first day or they will be dropped from the class**

### **MIT 143-0 Acting: Basic Techniques**

This course introduces the basic principles of acting for the purpose of better communication, storytelling, and performance on stage and in life. Students will explore key aspects of human behavior, such as motivation, intention, actions, and tactics in order to develop performance skills useful for any career choice. Coursework will focus on perceiving, understanding, and recreating human behavior through exercises in observation and imagination. Using creative resources such as documentary and silent films, music, movement, journalism, and plays, students will also explore the essential elements of drama –plot, character, theme, language, music, spectacle -and learn how to develop those elements into interesting and engaging stories. In addition, the course will introduce stage techniques needed to be an effective communicator, and provide the opportunity for students to strengthen individual abilities for risk-taking, stage presence, empathetic experience, and relating to an audience.

**Instructor(s):** Ann Woodworth

**Prerequisites:** None

- Open to sophomores and above
- **Students must be present on the first day or they will be dropped from the class**

### **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):** Jairo Lugo-Ocando

**Prerequisites:** None

- Open to sophomores and above
- Open for cross-registration
- Satisfies Media and Politics Minor
- **Students must be present on the first day or they will be dropped from the class**

## **MIT 220-0 Analyzing Media Texts**

This course is an introduction to the study and structure of film and other moving-image media. We will define and examine the expressive and aesthetic power of the basic elements of the moving image. Specifically, the course will investigate—across a variety of different media, modes and genres, and historical periods—the fundamentals of production design and acting styles; cinematography, especially the shot and its composition; editing; sound; and narrative structure. The goals of the course are (1) to acquaint students with a vocabulary specific to film and other moving-image media; (2) to provide students with the critical tools required for analysis of the moving image; and (3) to develop student skills in writing and argument for humanistic inquiry. By the end of the course, students will be able to: (1) identify the elements of the moving image (e.g., kinds of camera movement) and of the soundtrack according to a standard glossary of technical terms; (2) recognize patterns of similarity, repetition, difference, and variation in the image and sound tracks and describe them in brief screening reports and essays; (3) relate those patterns to narrative structure, character psychology, or larger themes and ideas, and describe these relationships in a report or essay; (4) choose the most salient elements in a film in order to craft a written argument about how their patterns function within the meaning-making process of the film.

**Instructor(s):** Pamela Krayenbuhl

**Prerequisites:** None

- Open to freshmen only
- Open for cross-registration
- Satisfies Media & Politics Minor
- **Students must be present on the first day or they will be dropped from the class**

## **MIT 230-0 Understanding Media Contexts**

This course introduces students to ways of analyzing the social, cultural, economic, and political contexts in which people produce and consume media, especially television. Surveying foundational scholarship in television and new media theory, the class examines a range of critical approaches, including aesthetic/formal analysis, narrative criticism, ideological analysis, political economy, cultural criticism, and audience reception. Working to advance their analytical skills, students will practice using these approaches to examine issues of style, form, ideology, and identity (e.g., race, ethnicity, class, gender, sexuality, and nation) in a range of historical and contemporary television shows, commercials, and online videos. Ultimately, the goals of the course are 1) to acquaint students with a range of critical and methodological tools for analyzing the production, reception, and cultural meanings of television; and 2) to strengthen and expand students' understanding of diverse TV content, contexts, and convergences at different times in history.

**Instructor(s):** Kirsten Pike

**Prerequisites:** None

- Open to sophomores and above
- Open for cross-registration
- Satisfies Media and Politics Minor
- **Students must be present on the first day or they will be dropped from the class**

## 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):** Sue Pak / Dana Atrach

**Prerequisites:** None

- Open to sophomores and above, MIT majors only
- **Students must be present on the first day or they will be dropped from the class**

## MIT 339-0 Advanced Acting

The goal of this course is to examine, develop, and create the necessary framework through which an actor communicates a playwright's specific style of drama to an audience; the class work will result in a public presentation. Having learned to create a character and to physically actualize the drama, the performer will then learn specific skills to effectively convey the drama. These are the necessary tools of technique that define a creative artist. The focus of all classwork is presented from the perspective of "Actor as Communicator." Students will be assessed on in-class exercises and improvisations; prepared performance assignments; repeated presentations of scene work; and a final Ensemble Showcase of scenes for a public audience.

**Instructor(s):** Ann Woodworth

**Prerequisites:** MIT 143-0 OR MIT 243-0

- Open to sophomores and above
- **Students must be present on the first day or they will be dropped from the class**

## 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

- Open to junior and above, MIT majors only

- Students may register for 1-4 units with the instructor's permission
- Instructor permission is required; students should write the instructor for permission to register at s-dun@northwestern.edu
- **Students must be present on the first day or they will be dropped from the class**

## MIT 355-0 Audience Analysis

Students will be given an overview of audience research starting from the beginning of the twentieth century until today. They will explore the changing scholarly approaches to understand media audiences, while at the same time examining the changing views of society. Students will explore different notions surrounding the power and influence of mass media. Students will also examine prominent research conducted by media scholars to understand audiences, with additional focus on Arab audience research.

**Instructor(s):** Miriam Berg

**Prerequisites:** GEN\_CMN 201-0

- Open to juniors and above
- **Students must be present on the first day or they will be dropped from the class**

## MIT 360-0 Topics in Media Writing: Writing the Web Series

This class is designed for students who seek to write and develop a web series. Through discussions, workshops and in-class viewings, students will learn to: (1) master the essentials of strong, visual storytelling, (2) negotiate the constraints of the web series format, and (3) analyze aspects of successful web series as models for their own work. By the end of the course, students will be able to (1) develop engaging characters that can sustain a series and generate believable conflict, (2) workshop and revise their own work as well as effectively analyze the work of others, and (3) complete a polished, original 5 episode webseries.

**Instructor(s):** Susan Pak

**Prerequisites:** MIT 260-0 **OR** MIT 298-0 Introduction to Playwriting

- Open to juniors and above, MIT majors only
- **Students must be present on the first day or they will be dropped from the class**

## MIT 360-0 Topics in Media Writing: Writing the Comedy Feature

When you write for comedy, you should never try to be funny. The “funny” stuff should arise from the situations, the characters, and the story itself. In this class, we will look at the different types of comedy and the tools and elements used to create them. We will apply these techniques to your own feature length comedy script. This class is for students who want to build a solid foundation for a great, funny screenplay; expand their screenwriting skill into the comedy genre; or who want to be more confident adding humorous moments to their dramatic screenplay.

**Instructor(s):** Dana Atrach

**Prerequisites:** MIT 260-0 or MIT 298-0 Introduction to Playwriting

- Open to juniors and above, MIT majors only
- **Students must be present on the first day or they will be dropped from the class**

## MIT 379-0 Topics in F/V/A Production: Short Film Production

The relationship between a film’s Producer and Director is a crucial one, requiring communication, trust and knowing exactly what each other’s role is. Upon registering for the class, students will be required to identify how they wish to participate – either as a Producer or Director. The class size is limited to 16, with 8 Producer slots and 8 Director slots. All students are required to bring several short screenplays that they have an interest in producing or directing to the first day of class. The screenplays may be ones that the

students have written themselves or they may be written by others not in the class, however author approval will be required. Students will be partnered in Producer-Director teams based on their shared interest in a particular screenplay, and a mutual desire to work together. Once the teams and projects are determined, the Producers and Directors will have assignments related to their combined and individual roles with regards to Development and Pre-production of their short film. Importantly, each team will create a trailer or teaser for their film. By the end of the class, all students should be prepared to take their projects into the next phase: production.

**Instructor(s):** Rana Kazkaz

**Prerequisites:** MIT 190-0

- Open to sophomores and above, MIT majors only
- **Students must be present on the first day or they will be dropped from the class**

## **MIT 388-0 Internet and Society**

The Internet affects every society and culture on earth. This class surveys a range of theoretical, historical and technological issues that the Internet poses to society. At its core, this class asks students to critically think about the question “Who controls the Internet?” Students develop a broad familiarity with a range of issues and problems related to the impact of the Internet on society through directed readings and discussion. Students also hone their research and writing skills through independent research projects on Internet topics of interest throughout the course. The goals of this course are to 1) familiarize students with the macroeconomic, social, and political effects of the internet, 2) develop intellectual curiosity by supporting directed student research and 3) provide students with intellectual frameworks to consider internet policy.

**Instructor(s):** Banu Akdenizli

**Prerequisites:** None

- Open to sophomores and above
- Open for cross-registration
- Satisfies Media & Politics Minor
- **Students must be present on the first day or they will be dropped from the class**

## **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

- Open to sophomores and above, MIT majors only
- **Students must be present on the first day or they will be dropped from the class**

## **MIT 392-0 Documentary Production**

In two lectures per week and outside field work, this course will cover the basics of documentary production with an emphasis on the creation of short documentaries, as well as the history of the genre. Using advanced cameras, professional location audio recording equipment, and Adobe Premiere Pro computer editing, you will create engaging, meaningful, creative non-fiction media. Concurrently throughout the semester, your inquiry, discovery, and mastery will be firmly grounded in the history and scholarship of American and international documentaries from the early part of the 20th century to today.

**Instructor(s):** Danielle Beverly

**Prerequisites:** MIT 190-0

- Open to sophomores and above, MIT majors only
- **Students must be present on the first day or they will be dropped from the class**

## **MIT 398-0 Undergraduate Seminar: Media Management**

Competent management is a top priority for media companies due to growing competition and market uncertainty caused by digital disruption. This course introduces core concepts and issues that include types of management (strategic, operational, developmental, stakeholder), levels (executive, middle, line), key principles (control, release, leadership, participation), and institutional factors (cultures, norms and values). Students will learn what managers actually manage (people, processes, products, resources, other managers and themselves) and understand the work, challenges and satisfactions of being a manager in a media company, both as a unique enterprise in the creative industries and as a common set of competencies that apply to all organizations. Students will understand essential principles and practices of managing a creative, expert organization and learn why coordination and integration are complicated. After the course students will understand what a career in media management requires and entails for success.

**Instructor(s):** Gregory Ferrell Lowe

**Prerequisites:** None

- Open to sophomores and above
- Open for cross-registration
- **Students must be present on the first day or they will be dropped from the class**

## **MIT 398-0 Undergraduate Seminar: Media & Public Diplomacy**

This course is an overview of the role of media and communication in public diplomacy and the rise of soft power as an instrument used by states and non-state actors to communicate, understand, and influence attitudes and behaviors. Public Diplomacy has been long regarded as an important tool in building and managing relationships; it influences thoughts and actions in the international arena via three major components: the government, the media, and public opinion. The media have played an integral role shaping and influencing images of countries through news or entertainment programming. With the advent of globalization and new communication technologies, the field has seen further changes, most significantly the increasing significance of the use of social media in global politics and social movements. Some of the particular themes explored in this course are: (1) social media and digital diplomacy; (2) the difference between propaganda and soft power; (3) international broadcasting; (4) culture and exchange diplomacy. By the end of the course, students will be able to: (1) identify how public diplomacy and the media interact; (2) recognize major concepts related to public/digital diplomacy and public opinion; (3) analyze the evolving role of state and non-state actor's practices of soft power.

**Instructor(s):** Banu Akdenizli

**Prerequisites:** None

- Open to sophomores and above
- Open for cross-registration
- Satisfies Media & Politics Minor
- **Students must be present on the first day or they will be dropped from the class**

## **MIT 398-0 Undergraduate Seminar: Women & Documentary**

This course will explore some of the most potent, groundbreaking, funny, inspiring, and thought-provoking international documentaries directed by women. Social justice, autobiographical, cinema verite, hybrid, and traditional forms of documentary are featured to examine topics such as gender, race, art, history, philosophy, and the environment. Arab, Asian, American, Latin American, European, and African women



filmmakers are included. From Academy-Award winners, to a girl with a toy camera – you'll find them all in this course. This lecture course requires no production skills. Final projects may be either a research paper, or a digital project.

**Instructor(s):** Danielle Beverly

**Prerequisites:** None

- Open to sophomores and above
- Open for cross-registration
- Satisfies Media & Politics Minor
- **Students must be present on the first day or they will be dropped from the class**

## **Journalism Courses**

### **GEN CMN 202-0 News and Numbers**

Introduction to statistics for journalism students. Students will discuss ways to detect fraud in government data, methods for dissecting academic research from scholarly journals (as well as research promoted in press releases), and strategies for reporting numbers to a mass audience, among other skills. Students will become deeply familiar with SPSS software. Covered topics include those common in general statistics courses, including the Central Limit Theorem, descriptive and inferential test statistics, correlation, One-Way and Two-Way Analyses of Variance, and multiple regression. Specific attention is given to challenges journalists encounter in reporting numbers.

**Instructor(s):** Justin Martin

**Prerequisites:** None

- Open to sophomores and above, Journalism majors 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 201-0 Journalistic Storytelling Across Media**

Students will produce a range of journalism stories across a variety of forms and platforms: writing for print and digital outlets, as well as creating audio, video and interactive graphics. You will also learn how to amplify your storytelling by tapping into social media tools to reach, attract and interact with a wider audience. This class is conducted in a collaborative atmosphere within a newsroom environment to produce stories prepared for the digital age. You will develop a strong sense of journalistic news judgment and be prepared to learn advanced areas of reporting and storytelling in future classes. This course builds on the introductory experiences in journalism received and techniques learned in your first year, developing these to master basic skills of journalism used in every storytelling format. These include news judgment, information gathering (including sourcing, discovering and covering different kinds of news, interviewing techniques, practices of inclusion and sensitivity); constructing stories (including leads, story structure, using quotes, using data to tell a story, assessing information); editing and presentation (grammar, punctuation, AP style, voice, tone and clarity); and visual literacy and presentation. This course emphasizes the critical practices of ethical journalism and deadline reporting and storytelling. The course

also expands students' experience and skills in the use of multi-platform tools needed for effective, relevant and engaging storytelling for specific audiences. Professors will guide students in their continued development of reporting, interviewing, writing and researching with a sophisticated audience understanding using text, photos, audio and video for print, broadcast and/or digital platforms.

**Instructor(s):** Mary Dedinsky & Abraham Abusharif

**Prerequisites:** JOUR 202-0

- Open to sophomores only, Journalism majors only

## **JOUR 202-0 Journalism in the Digital World**

This course begins your exploration of a field that is constantly transforming yet strives to remain true to asset of time-tested fundamentals. We will explore essential questions about journalism and strategic communication: its purpose(s), its techniques and what makes it valuable. Once those foundations are laid, we will examine digital technology's impact on journalism, including the essential role social media and mobile technology play. In the final weeks, you will work as journalists to cover a real news story from multiple perspectives. Working in a newsroom setting, you will gather information and produce content for social media and mobile platforms.

**Instructor(s):** Andrew Mills (Lec/Lab) and Christina Paschyn (Lab)

**Prerequisites:** None

- Open to freshmen only

## **JOUR 313-0 Conceptualizing An App (5 Weeks) \*\*\*CANCELLED\*\*\***

Focus on the tools, methodologies and programs used by companies to develop, justify, deploy and measure their social and mobile marketing programs. Development of complete social marketing programs for actual companies using best practices, including social monitoring, web analytics, social marketing systems, blogs, Twitter, Google Plus, LinkedIn and other tools.

**Instructor(s):** Amy Sanders

**Prerequisites:** None

**Co-requisites:** JOUR 314-0 and JOUR 315-0

- Open to juniors and above, Journalism majors only
- This course carries 0.34 NU-Q units
- Open for cross-registration
- To earn "1 unit", students must register in all **3 courses:** JOUR 313-0, JOUR 314-0 and JOUR 315-0

## **JOUR 314-0 Storytelling Tools (5 Weeks) \*\*\*CANCELLED\*\*\***

Focus on the tools, methodologies and programs used by companies to develop, justify, deploy and measure their social and mobile marketing programs. Development of complete social marketing programs for actual companies using best practices, including social monitoring, web analytics, social marketing systems, blogs, Twitter, Google Plus, LinkedIn and other tools.

**Instructor(s):** Amy Sanders

**Prerequisites:** None

**Co-requisites:** JOUR 313-0 and JOUR 315-0

- Open to juniors and above, Journalism majors only
- This course carries 0.34 NU-Q units
- Open for cross-registration
- To earn "1 unit", students must register in all **3 courses:** JOUR 313-0, JOUR 314-0 and JOUR 315-0



## **JOUR 315-0 Magazine Design (4 Weeks) \*\*\*CANCELLED\*\*\***

Focus on the tools, methodologies and programs used by companies to develop, justify, deploy and measure their social and mobile marketing programs. Development of complete social marketing programs for actual companies using best practices, including social monitoring, web analytics, social marketing systems, blogs, Twitter, Google Plus, LinkedIn and other tools.

**Instructor(s):** Amy Sanders

**Prerequisites:** None

**Co-requisites:** JOUR 313-0 and JOUR 314-0

- Open to juniors and above, Journalism majors only
- This course carries 0.34 NU-Q units
- Open for cross-registration
- To earn “1 unit”, students must register in all **3 courses**: JOUR 313-0, JOUR 314-0 and JOUR 315-0

## **JOUR 321-0 Storytelling: Magazine and Feature Writing**

Magazine and Feature Writing students will be introduced to the editorial flank of the magazine world (online and print)—a vast and storied part of not just journalism but public debate, controversy, and exchange of ideas. Students will be introduced to and learn how 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 story types 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.

**Instructor(s):** Abraham Abusharif

**Prerequisites:** JOUR 301-0 **OR** JOUR 301-1 with a C or better

- Open to Juniors and above, JOUR majors only

## **JOUR 323-0 Video Journalism – Studio Production & Video Journalism**

Broadcast Production will cover techniques of gathering, reporting, and producing video news with special emphasis on production and writing. This will be accomplished through lecture/discussion, exercises and projects. Upon completion of this course students should be able to gather and produce quality audio and video packages for news, features and documentary programs. They should be able to write/produce short newscasts and edit on Adobe Premier CS6. They will understand the role, function of, and significance that mobile phones and other portable devices have in today’s media environment. They will also be comfortable presenting and reporting for live broadcast.

**Instructor(s):** Miriam Berg

**Prerequisites:** None

- Open to juniors and above
- Open for cross-registration

## **JOUR 370-0 Media Law & Ethics**

Introduces students to the basic legal concepts necessary to produce content responsibly in a global environment. Students develop a basic understanding of principles of freedom of speech and freedom of

the press through the study of government structures, defamation, intellectual property protection and invasion of privacy.

**Instructor(s):** Craig LaMay / Amy Sanders

**Prerequisites:** None

- Open to juniors and above
- Priority to Journalism students who will be on residency in the spring

## **JOUR 390-0/MIT 398-0 Special Topics: Data Visualization for Journalism & Communication**

Teaches techniques for creating data visualizations for news reporting, documentary films, marketing communication, non-profit issue awareness, and more. A significant part of the course also reviews research at the intersection of visual communication and psychology, and you will study theories and scholarship on the nature of data imaging humans find visually arresting and informative, and also ask why. Some of the visualizations you may create are interactive tools like maps, timelines, treemaps, and time-lapse visualizations, as well as static charts and infographics. You will create data visualizations for project ideas you generate yourself, as well as contribute to a larger, single class project that compiles and visualizes data on a topic of importance in Qatar. The course is open to journalism and communication majors of sophomore standing or higher.

**Instructor(s):** Justin Martin

**Prerequisites:** JOUR 202-0

- Sophomores and above
- Open for cross-registration

## **JOUR 390-0 Special Topics: Sports Writing and Reporting**

Beginning in fall 2018, Qatar will become a center for international sports reporting – Qatar can officially brand and promote the 2022 World Cup after the 2018 Cup ends in July – and this course is for students who want to do sports journalism in Qatar, a unique environment for both sports and journalism. “Sports journalism” can be divided roughly between sports writing and sports reporting, and we read and do both. As reporters, you will produce content on deadline, preparing game stories and features, and learning social media as it is most commonly used in live game coverage. As sportswriters, you will prepare features, profiles and columns. Finally, we will examine some of the new forms of sports journalism now vying for audience and advertiser attention, including streaming team content, athlete and fan media, and what they mean for sports journalism in more traditional media.

**Instructor(s):** Craig LaMay

**Prerequisites:** JOUR 202-0

- Juniors and above

## **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):** George Anghelcev

**Prerequisites:** None

- Open to sophomores and above
- 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 message strategies for communicating with consumers and other audiences. Emphasis on understanding audiences, how persuasion works and how brand communications are developed and executed. Hands-on exercises in writing and using digital and social media for effective communications.

**Instructor(s):** George Anghelcev

**Prerequisites:** IMC 330-0 or STRATCOM 303-0

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

## **STRATCOM 307-0 Digital, Social and Mobile Marketing**

Focus on the tools, methodologies and programs used by companies to develop, justify, deploy and measure their social and mobile marketing programs. Development of complete social marketing programs for actual companies using best practices, including social monitoring, web analytics, social marketing systems, blogs, Twitter, Google Plus, LinkedIn and other tools.

**Instructor(s):** Ilhem Allagui

**Prerequisites:** STRATCOM 303-0

- Open to sophomores and above
- Satisfies Strategic Communication Certificate

## **Liberal Arts Courses**

### **Anthro 242-0: Special Topics: Intro to Anthro in the Middle East**

This course is a survey course of anthropological concepts and methods using the Middle East as a regional focus. The goal is for students to develop conceptual tools to read societies and use that to read and make sense of their own surroundings. Some anthropological concepts that students will grapple with are cultural relativism, kinship, reciprocity, social structure, religion, and gender. Students will learn to think critically about the region loosely known as the Middle East, but which may more aptly be called West Asia and North Africa (WANA). The people, their societies, cultures, religions and ways of life are often stereotyped, misrepresented and misinterpreted in the media and in other corridors of power. How can we study such a vast region to draw more informed conclusions? How can we make sense of the diverse experiences and ways of thought across the many societies? And how can we study the region from within the region? Anthropology is equipped with the tools to think about such questions and unpack the particularities of diverse experiences and ways of life.

**Instructor(s):** Sami Hermez

**Prerequisites:** None

- Open to freshmen and sophomores
- Open for cross-registration
- Satisfies Middle East Studies Minor

### **Anthro 379-0: Advanced Topics: Troubling Gender: Anthro persp**

In this course, students explore anthropological perspectives on gender. They will learn about people's gendered practices, knowledges and everyday lives in a range of societies. They will tackle debates in the field of gender studies and explore these debates through ethnographies. How are femininity and masculinity defined and embodied across cultures? How do race, class, religion and sexuality intersect with gender? How is mobility gendered? We will explore these and other questions, and analyze the way

feminist intellectuals have troubled gender and opened up new spaces of thinking. The class will work together on an ethnographic project that explores the way mobility and space are gendered in Qatar.

**Instructor(s):** Sami Hermez

**Prerequisites:** None

- Open to sophomores and above
- Open for cross-registration

## **Arabic 142-0 Arabic for Media**

Media professionals make significant linguistic choices on a daily basis. This course is designed to offer students the opportunity to reflect on these linguistic decisions with a broad theoretical background and aims to:

- 1) inform the linguistic decision-making process of media students and professionals
- 2) develop linguistic critical skills of media consumers and producers

Students will utilize the newly acquired theoretical knowledge to develop their understanding of media discourse delivered in spoken and written Modern Standard Arabic. The course is also hands-on in that it will require students to examine media campaigns and analyze and create media productions. This course will be delivered via class instruction and via a MOOC. All students must complete the online MOOC on Coursera by the end of the term and take all the scheduled assignments. Students are required to have a Coursera account associated to their university email.

It is assumed that students will enter the course with different levels of proficiency in written and spoken Modern Standard Arabic; however, an intermediate proficiency level is required (equivalent to ACTFL intermediate high or CEFR B2). The assessment of student achievement will be based on developed competencies during the semester.

**Instructor(s):** Mounir Ouanaimi

**Prerequisites:** Intermediate proficiency in Modern Standard Arabic

- Open to freshmen and above
- Instructor permission is required - students should email the instructor for permission to register at: [mounir-ouanaimi@northwestern.edu](mailto:mounir-ouanaimi@northwestern.edu)
- Open for cross-registration
- This course carries 0.5 NU-Q units
- Satisfies Middle East Studies Minor

## **Econ 242-0 Principles of Economics**

This introductory course studies basic economic concepts and theories. It is divided into two main parts: microeconomics and topics on macroeconomics. The module examines central economic ideas including supply and demand, market structures, consumers, public policy and monopoly as well as macroeconomic indicators such as gross domestic product, inflation and unemployment. Issues on economic growth, financial systems and capital markets are also discussed (including Islamic finance). Whenever possible, examples from Qatar and other economies in the Gulf region will be used to illustrate the material being discussed. The content and delivery of the course are suitable to students who are not pursuing a major in economics. Topics are discussed in a relatively non-technical way. Analytical explanations will focus on graphs rather than mathematics.

**Instructor(s):** Giovanni Bandi

**Prerequisites:** None

- Open to sophomores and above
- Open for cross-registration

## **ENGL 103-1 First-Year Writing**

The primary goal of this course is to improve writing skills within an academic setting. It is designed to help a student become a more efficient and successful writer by also strengthening skills in reading and analyzing texts. It recognizes that writing is indeed a process. This means that whether a writer starts with a thesis, an outline, or an assigned topic, there will be many steps and missteps involved in producing the final essay. Multiple phases of the writing process will be carried out, such as workshop, peer review, and one-on-one conferences with the instructor. Each semester, a different theme will serve as a focal topic for readings, discussions, and writing assignments.

**Instructor(s):** Bronwyn Jean Bethel / Aaron LaDuke / Maria Lombard / Sam Meekings / James Hodapp

**Prerequisites:** None

- Mandatory for all freshmen

## **ENGL 242-0 Topics in Literature: Women's Literature**

The focus of this course is to examine women's literary voices as they respond to their historical context and their place in society. This course looks at the tradition of women writers in the English language, while some translations of significant women's writing outside of the English tradition may also be examined. The course will trace the development of women's literature through significant full-length works, short texts, essays, and poetry. The time period covered is the eighteenth century to the contemporary era, exploring themes of economic, cultural, political, and personal importance to women authors.

**Instructor(s):** Maria Lombard

**Prerequisites:** None

- Open to sophomores and above
- Open for cross-registration

## **ENGL 379-0 Special Topics: Creative Writing**

This course introduces students to the basic principles of creative writing. Students will learn how to communicate original ideas in a range of genres and styles. Students will practice a variety of literary techniques in order to develop their creative faculties and abilities. The course will also serve as an introduction to the basic elements and craft of writing original short fiction and poetry in English. Students will be exposed to literary conventions through selected readings, and will use this exposure to help them produce their own original creative work. As well as developing their own writing, students will learn how to critique creative work by participating in regular peer-led writing workshops.

**Instructor(s):** Sam Meekings

**Prerequisites:** None

- Open to juniors and above
- Open for cross-registration

## **ENGL 379-0 Special Topics: World Lit-Tech & Environment**

Two of the most significant developments in the last few decades around the globe have been the increased role of technology in our lives and the realization that environmental crises threaten the globe. Not only do these phenomena affect the material world that we live in, but they also shape the way literature, film, and other media represent the world. In turn, media shapes the way that we think about these topics and how we act in regards to them. Recent advancements in technology have undoubtedly changed the way humans interact, as well as the way we move and how we move ideas and texts. We communicate instantly and seemingly seamlessly, but are there costs to this new easy communication and movement? Big data has been used to corrupt elections, spread fake news, and upend economies as well help us instantly message friends and see Kylie Jenner's snaps. In this course, we try to come to terms with

the advantages of digital technology while acknowledging its inherent dangers. Similarly, the globe has developed an obsession with “green” movements that take seriously global climate change and pollution, but they often come into direct conflict the goals, often short-sighted, of global capitalism. How do we reconcile these concerns? While one can certainly use technology to better manage global warming, pollution and other dangers, these phenomena seem to exist in part because we rely so heavily on technology. We will explore these questions and many others in this course to get a handle on the dynamic interplay of these topics.

**Instructor(s):** James Hodapp

**Prerequisites:** None

- Open to juniors and above
- Open for cross-registration

## **History 242-0 Topics in History: What is Modern Europe?**

What is Modern Europe? This course explores the last 250 years of European history to find an answer. It will not cover everything. It is designed to be an analysis of the ideas, people and events that transformed Europe from small territorial states to industrial empires that spread around the world and then collapsed. Our goal is to uncover how Europeans lived through these changes and over time transformed them into a definition of modernity that lives on today. Ultimately, this course argues that understanding the history of Modern Europe is essential for understanding how the modern world is defined.

**Instructor(s):** Christopher Sparshott

**Prerequisites:** None

- Open to freshmen and sophomores
- Open for cross-registration

## **History 387-0 Islam Shaping African History**

How did Islam come to have such primacy in African history? What are the currents of Islamic thought that have come to shape African lives? How did Africans affect Islamic religious culture? This course aims to answer such questions with an overview of fourteen centuries of Islam in Africa. Although not an exhaustive history, we will outline major historical shifts, consider broad intellectual currents and discuss some of the main historiographical debates surrounding Islam in Africa.

**Instructor(s):** Zachary Valentine Wright

**Prerequisites:** None

- Open to juniors and above
- Open for cross-registration
- Satisfies Middle East Studies Minor

## **INTERDIS 203-0 Ways of Knowing**

What do we know? How do we know it? What is the best way of gathering data to learn what we do not currently know? How do we process our current knowledge and use it as a basis for action? These epistemological questions are addressed differently by different disciplines or academic groups trained to investigate problems following certain, agreed-upon rules of analysis. The theme of climate change, a topic of particular importance to students and the world at large, functions as a concrete mental hook for the students to better understand diverse epistemologies and methodologies: how different disciplines address these questions in different ways. Each professor will introduce methods and protocols from his/her discipline to discuss different ways of knowing. But by weaving together lectures, discussions, and assignments, the course will also underscore the interconnectedness of our disciplines and the value of an interdisciplinary approach to understanding and solving the complex problems of our times.



**Instructor(s):** Jocelyn Mitchell and Christopher Sparshott

**Prerequisites:** None

- Open to sophomores and above

## **INTERDIS 242-0 Topics in Science and Technology Studies: Introduction to Science and Technology Studies**

This course introduces the interdisciplinary field of science and technology studies (STS), which is the study of science and technology in social context. Drawing on insights from the history and sociology of science and technology, the course discusses topics related to how and why people shape, develop, use, adapt, and contest scientific knowledge and technologies. It introduces important concepts such as “everyday science” and “sociotechnical system” in order for students to understand how science works and how to think about our technological world.

**Instructor(s):** Anto Mohsin

**Prerequisites:** None

- Open to freshmen and sophomores
- Open for cross-registration

## **INTERDIS 301-0 Doha Seminar: Behind the Headlines: Context and Meaning of Qatar on the World Stage**

This honors course seeks to locate historical contexts and ideological meanings that underpin Qatar’s complex and varied approaches to nation building, development, and international influence. Qatar’s process of identity making, as with all nations and individuals, is internally contested, subject to cultural hybridities, and often is not received as intended by outsiders. Such continually reworked portraits both respond to immediate concerns and try to strike a chord with deeper cultural memories, traditions of the Gulf and the wider Muslim world whose relationship to Western modernity are still being worked out. This course will examine Qatari and regional debates on religious doctrine, race, class, gender roles, educational change, sports, public art, and media. Guest discussants who are recognized authorities in particular fields will often join classroom exchanges.

**Instructor(s):** Zachary Wright & Khaled Al Hroub

**Prerequisites:** None

- Open to juniors and above
- Open for cross-registration
- If interested contact Michelle Telafici at [m-telafici@northwestern.edu](mailto:m-telafici@northwestern.edu)
- Satisfies Middle Eastern Studies Minor

## **INTERDIS 379-0 Advanced Topics in STS: Energy, Environment, & Society**

This course examines the techno scientific, sociological, historical, cultural, political, and environmental aspects of our energy production, distribution, and consumption. It draws from the literature of science and technology studies (STS) to discuss the sociotechnical system of our energy sources. The course topic may be on electricity, oil, natural gas, or on any other form of energy sources, but the emphasis is on the understanding the multiple dimensions of our energy system.

**Instructor(s):** Anto Mohsin

**Prerequisites:** None

- Open to sophomores and above
- Open for cross-registration

## **Phil 242-0 Topics in Philosophy: Introduction to Philosophy**

This course will introduce students to a range of philosophical topics, questions, and puzzles. Topics may include: the foundation of morality, free will, personal identity, the nature of minds, the possibility of genuine knowledge, the legitimacy of government, questions about justice and power, the meaning of life, and the nature of death. We are going to approach these topics from a number of different perspectives and use classical and contemporary texts, dialogues, movies, short stories, and podcasts. As we explore these questions, we are going to practice how to identify, understand, and assess arguments, as well as how to challenge basic assumptions, analyze concepts, draw distinctions, and read difficult texts. The goal of this class is to strengthen your ability to think, read, and write critically and to contribute to conversations about perennial human concerns.

**Instructor(s):** Torsten Menge

**Prerequisites:** None

- Open to freshmen and sophomores
- Open for cross-registration

## **Phil 242-0 Topics in Philosophy: Ethics-Politics of Immigration**

The course addresses the topic of immigration from the standpoint of social and political philosophy. An estimated 244 million people live outside of the country of their birth, often as a result of economic inequality, civil war, environmental degradation, and the desire to reunite with family members. At the same time, states enjoy broad powers to police their borders using violence. The goal of this course is to inform ourselves about the nature of immigration and to critically assess immigration policies from an ethical perspective. Topics may include: border controls and admissions policy, citizenship, human trafficking, the treatment of unauthorized immigrants, the role of immigration in economic development, and the role of gender and race in immigration. As we explore these topics, we will practice reading and critically engaging with argumentative texts, challenging basic assumptions, analyzing concepts, and assessing arguments.

**Instructor(s):** Torsten Menge

**Prerequisites:** None

- Open to sophomores and above
- Open for cross-registration

## **Poli\_Sci 242-0 Topics in Political Science: American Politics**

This course provides an introduction to American politics and government. We will explore the US constitution, the three branches of government, the news media, public opinion and political participation, and campaigns and elections. We will follow the American elections with interactive blogs, and end with a comparative and critical perspective on US democracy. An introduction to American politics is essential for students to understand American influence and capacity on foreign policies and current events.

**Instructor(s):** Jocelyn Mitchell

**Prerequisites:** None

- Freshmen and sophomores
- Open for cross-registration

## **Poli\_Sci 387-0 Advanced Topics in Political Science: Contemporary Arab Thought**

This course covers various ideologies and schools of Arab thought from the late 19th century up to current times. The intent of teaching and class discussion is to engage with the main principles of ideologies and thinkers that have dominated intellectual activism in the Arab region. The course aims at examining the

mixed effect of these ideologies on the Arab world, exploring their approaches to traditional and modern values and structures, and their endeavors to (re)formulate a collective identity. Across the region, before and after the independence of Arab countries, liberalism, Marxism, Arab nationalism and Islamism have continued to rival one another in bidding for popular support and political leadership. Arab intellectuals who belonged to these ideologies strived to absorb, adopt, or reject sheer consequences created by the 'shock of modernity' on socio-political, economic, cultural moral levels. Over the long decades of the 20th century and through the days of the post-Arab Spring, intellectual struggle has engulfed the cultural and political scene in the Arab world, reflecting both the rise and fall of those ideologies.

**Instructor(s):** Khaled Al Hroub

**Prerequisites:** None

- Open to juniors and above
- Open for cross-registration
- Satisfies Middle Eastern Studies Minor

### **Religion 242-0 Topics in Religion Studies: Islamic Intellectual History**

This course examines the development of the classical Islamic scholarly disciplines (fanūn or 'ulūm) central to the formulation of Muslim religious identity. We will focus on key intellectual disciplines such as jurisprudence (fiqh), Prophetic traditions (ḥadīth), Qur'anic exegesis (tafsīr), theology (kalām), philosophy (falsafa), and Sufism (taṣawwuf). Recurrent themes in the course include internal continuities and ruptures, disciplinary complementarity and competition, the social role of Islamic scholars ('ulamā'), Orientalist critique, and the crisis of modernity. The course concentrates on the eighth to the twelfth centuries C.E., with some reference to the medieval and modern periods.

**Instructor(s):** Zachary Wright

**Prerequisites:** None

- Open to freshmen and sophomores
- Open for cross-registration
- Satisfies Middle Eastern Studies Minor

### **Sociology 242-0 Topics in Sociology: Introduction to Sociology**

This course offers a broad overview of a range of issues and sociological ways of thinking. Issues may include: interrelations of society, culture, and personality; major social institutions and processes.

**Instructor(s):** Hasan Mahmud

**Prerequisites:** None

- Open to freshmen and sophomores
- Open for cross-registration

### **Sociology 387-0 Advanced Topics in Sociology: Sociology of Development**

This course discusses key ideas, theories, and actors (e.g., institutions, social movements, NGOs, governments, etc.) that have shaped mainstream and alternative development processes and practices. It examines the ways in which discursive, political, and economic aspects mutually reinforce power structures that determine which people do and do not count as "developed" and which perspectives on change become part of development processes.

**Instructor(s):** Hasan Mahmud

**Prerequisites:** None

- Open to juniors and above
- Open for cross-registration