

# NU-Q Summer 2019 Course Descriptions

## Communication Courses

### **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

- Open to MIT majors only, sophomores and above

### **MIT 360-0 Topics in Media Writing: Heroes & Villains**

Character is the heart of any film, no matter the genre or style, and the world, plot, and stakes of the film exist to reveal and to deepen our understanding of that character. Elements of story are only meaningful when filtered through a character's perspective and when the audience can see something of themselves in the characters, allowing us not just to empathize with their quest but to see our own hopes, desires, and flaws reflected in the story. In this class, we will look at how character affects all other aspects of story, including plot, theme, and structure. We will look at different heroes and villains from various genres of film - drama, comedy, horror, sci-fi, action, etc. Students will discover characterization tools and techniques that they can apply to their work in order to create compelling, interesting multi-dimensional characters.

**Instructor(s):** Dana Atrach

**Prerequisites:** None

- Open to MIT majors only, sophomores and above

### **MIT 398-0 Undergraduate Seminar: Television Program Development**

**\*\*\*CANCELLED\*\*\***

This course is part lecture and learning and part workshop. The goal of this course is to equip you with basic knowledge and resources to develop your skills in generating ideas for television programs. In addition, you will acquire essential techniques for writing and effectively presenting program proposals and 'sizzle videos.' You will work in groups and emphasis will be on getting a "format developer company" experience.

**Instructor(s):** Joe Khalil

**Prerequisites:** None

- Open to MIT majors only, juniors and above

## Journalism Courses

### **Jour 390-0/MIT 398-0 Special Topics: Islam, America, and the Media**

This course will analyze how images of Islam are fashioned in the U.S. media in dialogue with (and/or ignorance of) the long history of Islam in America. As a minority religious community, American Muslims have responded and hoped to shape their own media narrative, but face enduring challenges relating to Islamophobia, race, neo-liberalism, and international events. This course examines the crafting of media

narratives both about Islam and by Muslims in America. It also compares these narratives with the actual religious identities of Muslims in America over two centuries or more.

**Instructor(s):** Abraham Abusharif & Zachary Wright

**Prerequisites:** None

- Open to sophomores and above
- Open for Cross-Registration
- Satisfying Media and Politics Minor and Middle Eastern Studies Minor
- Cross-listed as MIT 398-0

## **STRATCOM 306-0 Media Planning**

How do professional communicators decide what media to use in a strategic communication campaign, in order to maximize its impact? How should the budget be split among various types of media? How long should the campaign run? How many consumers should the campaign reach, and how frequently? What are reasonable objectives from a media planning perspective? How do you track the impact of a campaign? This course provides an introduction to the basic strategy and techniques of media planning in the context of traditional and digital strategic communication campaigns. We will analyze the advantages and disadvantages of various media in terms of their potential contribution to specific campaign goals; discuss criteria employed by professionals in selecting media types and vehicles; and learn to use professional software to make a range of media planning decisions. The topics covered include media effectiveness, audience research and measurement, secondary sources of research used in media planning, as well as the design, construction, implementation and evaluation of effective media plans.

**Instructor(s):** George Anghelcev

**Prerequisites:** STRATCOM 303-0

- Open to sophomores and above
- Satisfies Strategic Communication Certificate

## **Liberal Arts Courses**

### **HISTORY 242-0 Topics in History: A Survey of US History**

This course will introduce you to the history of America over the last four hundred years. Rather than try to race through and cover everything we will instead focus on four eras, slowing down and digging deep, in an attempt to better uncover significant historical meaning. Our four eras are: 1. The Colonial Era – here we will explore how Europeans, Africans and Native Americans created new societies of freedom and slavery in the 17th and 18th Centuries. 2. The Expanding Republic - here we will explore how Americans transformed small colonies into the continental United States in the 19th Century and then fought a civil war over its future. 3. The New Superpower – here we will explore how the United States recovered from civil war and turned a continental nation into the world’s strongest superpower in the first half of the 20th Century. 4. The Reformed Superpower – here we will explore how the United States fought the Cold War abroad and fought over the expansion of civil rights at home in the second half of the 20th Century. In each of these eras we will focus on one key question: what does it mean to be an American? Is American identity based on birthplace or geography residency? Or, is American-ness defined by a person’s race or gender or ideological beliefs? And, who gets to decide? As we will see the definition of “American” and who gets to call themselves an “American” has changed overtime and been a constant source of conflict.

**Instructor(s):** Christopher Sparshott

**Prerequisites:** None

- Open to sophomores and above
- Open for Cross-Registration

### **POLI\_SCI 390-0/MIT 398-0 Special Topics: Media & Politics in Arab World**

The course engages with the debates over the role of the media since the emergence of the independent Arab states in the first half of the 20th century through present time, and up until the influence of the media during and after the Arab Spring. Between these two time ends, the media has been part of broader processes of nation-building, ruling-elites consolidation, identity-creation and dismantling, as well as a crucial means of political opposition. The course examines how emerging states and governments in the region have used and manipulated the media for decades in their sustained effort to construct distinctive national identities. Thematically, the course covers a spectrum of topics including loyalist media and their role in supporting political status quo, oppositional and ideological media, the politics of private-owned media, media and political change, media and foreign policy, media and social change, media and religion, and the politics and influence of foreign media and off-shore Arab media. A considerable space and discussion is also devoted to transnational broadcasting media pioneered by Al-Jazeera in 1996. A similar focus is given to the emergence of social media along with youth activism in relation with raising the ceiling of free speech and creating spaces for political debates and criticism in the region.

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

**Prerequisites:** None

- Open to sophomore and above
- Open for Cross-Registration
- Satisfying Media and Politics Minor and Middle Eastern Studies Minor
- Cross-listed as MIT 398-0