Media + Communication

TWU's Media + Communication program empowers you as a leader and communicator to critique, speak into, and transform our culture in a powerful way.

We are surrounded and influenced every day—for better and worse—by video, stories, social media, and constant connectivity. Employers across industries are actively seeking talented and well-trained communication professionals. The Media + Communication program at TWU prepares you to effectively speak, write, and visually communicate in order to engage and transform our media-saturated world. As a student of Media + Communication, you will take courses that encourage critical thinking as you develop your skills in written, spoken, and visual communication. You will have the opportunity to specialize in Media Studies, Professional Writing, or Leadership Communication, with minors available in Film Studies and Professional Writing.

ID	COURSE	CREDITS
MCOM 111	**MCOM 111 - Introduction to Mass Communication | 2022-2023** An investigation into the nature and impact of mass media and popular culture. Students will explore a wide range technological, historical, economic, theological, and other social factors and issues so they will be equipped to answer the central question of the course: how can media users faithfully and critically engage the popular narratives and other media experiences of today's culture?	3
MCOM 140	**MCOM 140 - Introduction to Game Design | 2022-2023** An intelligent, playful course in which students will apply the history, theory and practice of game design to the creation of games. While the material of this course is relevant to video game design, students will primarily focus on board and card games.	3
MCOM 171	**MCOM 171 - Introduction to Communication | 2022-2023** This course is designed to introduce students to key questions in the field of communication studies regarding human interconnectedness. Beginning with social scientific and humanistic models of inquiry it proceeds to survey theories and research, and requires students to investigate questions and formulate answers to personal, social, and global issues.	3
MCOM 172	**MCOM 172 - Introduction to Interpersonal Communication CP | 2022-2023** An introduction to basic self-awareness and interpersonal communication skills. Students learn about the nature of the communication process. The emphasis is on developing and practising the	3

ID	COURSE	CREDITS

ability to communicate effectively with others. As part of the course requirements, students are expected to share personal (but not necessarily private) experiences with others.

MCOM 190	**MCOM 190 - Communication Colloquium	2022-2023**	0

This course gathers the entire department together on a weekly basis to talk about important issues facing communication students and professionals, and to help prepare students for finding and building their careers after graduating, which is accomplished by bringing in guest speakers from a variety of professions. These sessions also give an opportunity for students to consider the integration of faith and career. Another goal is to build connections and community within the department and the School of the Arts, Media and Culture.

MCOM 191	**MCOM 191 - Research and Writing in Communication	2022-2023**	3

This writing-intensive course orients students to the demands of academic research and writing within the media and communication major. By course completion, the diligent student should be able to write lucid, academic, and researched prose in the genres of cultural critique, scientific reporting, and term papers. Central to the course are the twin emphases of critical thinking strategies and research methods in the information age.

MCOM 192	**MCOM 192 - Communication Colloquium: Professional Preparation	2022-2023**	3

This course operates in conjunction with MCOM 190 "Communication Colloquium." Students gather with the entire department together on a weekly basis to talk about important issues facing communication students and professionals, consider the connections between their faith and their careers, build community in the program, and prepare to find and build their careers after graduating. Students dive deeper into this last goal of professional preparation in this course than 190.

MCOM 211	**MCOM 211 - Introduction to Film Studies	2022-2023**	3

Course covers the art of cinema as it explores issues and ideas related to the study of film as an aesthetic, moral, textual, social, and technical art. In doing so, it will help students investigate and discover how to read and interpret narrative film from a variety of perspectives. It will also give students the opportunity to create short films that explore cinematic expression from a hands-on perspective. Though the emphasis will be on traditional narrative approaches to cinema the course will also compare and contrast this approach with experimental, alternative, and transgressive cinemas that challenge the status quo and offer unconventional and unorthodox perspectives. Ethical and spiritual considerations from a Christian perspective will also be explored.

MCOM 221	**MCOM 221 - Digital Filmmaking I	2022-2023**	3

This introductory course in the art and craft of digital video production familiarizes students with the classical approach to cinematic aesthetics and techniques. Students work individually and collaboratively as they produce, shoot, and edit short films. Emphasis is placed on analyzing films

ID	COURSE	CREDITS
	from a filmmaker's perspective.	
MCOM 231	**MCOM 231 - Fundamentals of Digital Design	2022-2023** An active exploration of graphic design essentials, creative ideation methods, and visual communication techniques. Students use creative thinking methodologies to experiment with a wide range of design approaches, evaluate the aesthetic and conceptual value of specific design solutions, and sharpen their creative, critical thinking, and perceptual skills.	3
MCOM 251	**MCOM 251 - Introduction to Journalism	2022-2023** The journalistic principle of serving the public interest has been understood as serving one's own public, social class or nation. With the global reach of media, journalism's public becomes the citizens of the world. How are ethical principles of objectivity, balance and independence understood in a global context? How can journalism help citizens understand local, national, and global problems such as poverty, environmental degradation, technological inequalities and political instability? Students examine Canadian and international media, evaluate the news process, consider the role of reporters in this process, and learn basic news writing.	3
MCOM 252	**MCOM 252 - Introduction to Public Relations	2022-2023** In this course, students examine the role of public relations within and among various sectors of society including business, government, and nonprofit organizations. Case studies are used to illustrate the profession and practice of public relations where possible, and ethical standards in public relations are emphasized. Media, consumer, employee, and community relations, as well as ethical standards in the public relations industry are examined.	3
MCOM 261	**MCOM 261 - Fundamentals of Writing for Publication	2022-2023** You can't make this stuff up." Narrative nonfiction's creative tools bring true stories to life. In this introductory workshop-style course, students analyze examples of compelling published literary memoir, personal narrative, and critical writing about pop culture. They interpret the author's craft, study general editorial requirements, and formulate aesthetic principles for their own feature material. Students will write several pieces in a variety of nonfiction genres; critique each other's work; and revise their own—with the intent to publish. Fulfills departmental writing competency requirement.	3
MCOM 271	**MCOM 271 - Introduction to Leadership Communication	2022-2023** Leadership Communication introduces students to the art, science, and practice of influencing and being influenced by others in diverse contexts. The course explores the role of communication in building credibility, exercising power, motivating, and expressing one's leadership style. It also considers the topics of followership, the ethics of leadership, leadership development, and leading in times of crisis. The course serves as a foundation for future studies in the leadership communication stream within the Department of Media and Communication.	3

ID	COURSE	CREDITS
MCOM 272	**MCOM 272 - Organizational Communication | 2022-2023** This course introduces students to the importance of communication within organizations. Organizational communication theory is discussed as it relates to climate, dyads, small group, public, and mediated communication. Students apply theory in several business writing and speaking assignments.	3
MCOM 281	**MCOM 281 - Public Speaking | 2022-2023** This course requires students to research, create, and deliver speeches on topics and issues that reflect personal beliefs and values. In doing so they discern diverse materials, consider logical and ethical demands, and analyze their audience in order to create socially and globally responsible rhetorical messages.	3
MCOM 290	**MCOM 290 - Introductory Special Topics in Media and Communication | 2022-2023** Topics vary from year to year.	3
MCOM 311	**MCOM 311 - Television and Culture | 2022-2023** This course provides an in-depth look at television as a mass medium with particular financial and cultural constraints. Students examine the decision-making process behind television programming, learn criteria for viewing television critically, and ask how Christians may respond to television responsibly.	3
MCOM 312	**MCOM 312 - Video Games and Culture | 2022-2023** This course considers the social and cultural impact of video games in contemporary culture from a Christian perspective. Students play, read about, write about, and critically engage a wide variety of computer and video games.	3
MCOM 313	**MCOM 313 - Social Media: Theory and Practice | 2022-2023** Prepares students to use social media professionally and to culturally engage these same tools of communication with a critical perspective. The course invites students to discover and analyze best practices in social media marketing and community building, as well as to apply theory to critical investigations of the cultural roles and impacts of current digital media, both in North America and around the world, with the goal of helping students become both effective communicators and highly-ethical and faithful global citizens who can positively impact their profession and their society.	3
MCOM 314	**MCOM 314 - Hollywood and the Superhero | 2022-2023** This course explores the nature and development of the Superhero figure and myth from its ancient origins to the contemporary Hollywood blockbuster craze. Emphasis will be placed upon exploring the Superhero as myth, archetype, icon, moral hero, and anti-hero, and investigates why the Superhero type figure has been a perennial character ndn what the current emphasis on superheroes might tell us about contemporary social, moral, political, gender, and cultural	3

ID	COURSE	CREDITS
	concerns.	
MCOM 315	**MCOM 315 - Film History II	2022-2023** Emphasizes the role films and filmmakers have played in impacting culture and reflecting their historical milieu, especially as they relate to the events and traumas of World War II and the Cold War. Students explore key post-World War II film movements including Neo-Realism, the French New Wave, the rise of art house and nationalist cinemas, and the moral and social rebellions of the 1960s and 70s.	3
MCOM 321	**MCOM 321 - Digital Filmmaking II	2022-2023** This advanced production course focuses on the key components necessary for making creative and compelling narrative and non-narrative short films. Topics include concept and script development, cinematography techniques, effective mise-en-scene integration, and production workflow. A key component also includes writing, producing, shooting, and editing short films.	3
MCOM 322	**MCOM 322 - Digital Film Post-Production	2022-2023** This course examines the art and theory of digital film editing and the post-production process. The goal is to help students understand the role editing plays in the filmic and television viewing experience, especially the way shot selection, pacing, rhythm, sound, etc., impact a scene's development and how various editing techniques and aesthetics relate to dramatic and narrative storytelling. Historical, theoretical, and critical dimensions are addressed as students research seminal examples of film and video editing. This intense workshop offers a real world simulation component as students work under strict deadlines to edit and complete digital film projects.	3
MCOM 323	**MCOM 323 - Digital Recording I	2022-2023** An introduction to various aspects of the recording arts with emphasis on working within the digital (virtual) studio environment with Cubase and other Virtual Instrument software.	3
MCOM 331	**MCOM 331 - Imaging and Illustration Design	2022-2023** This course explores the conception, production, and analysis of imagery in graphic communication design, including photos, illustrations, and graphic marks. Imagery-based problems are investigated in multiple design contexts and formats. Specialized rendering techniques, digital studio practices, and iconographic style development are considered.	3
MCOM 332	**MCOM 332 - Symbol and Typography Design	2022-2023** An exploration of integrated conceptual thinking and formal experimentation with type and related symbol systems in graphic communications. Emphasis is placed on type as image, principles of typesetting, hierarchy and structure. The complex interaction of type in relation to other graphic elements in multiple design contexts and formats is considered.	3
MCOM 333	**MCOM 333 - Format and Layout Design	2022-2023**	3

ID	COURSE	CREDITS
	An exploration of integrated conceptual thinking and formal experimentation with the structural and organizing systems at work in graphic communications. Emphasis is given to the development of unified graphic systems spanning multiple design contexts and formats.	
MCOM 334	**MCOM 334 - Interaction Design	2022-2023** Introduces students to the design of interactive digital experiences with a focus on website design, User Experience (UX) design, and User Interface (UI) design. Students will learn the core concepts and principles of interaction design by working through technical and design projects using industry standard design software. Students leave this course with the ability to build basic websites and design digital experiences that follow current interaction design standards and methodologies.	3
MCOM 351	**MCOM 351 - Business and Technical Writing	2022-2023** This workshop course offers students effective techniques for written and oral communication within the fields of business and industry, including key aspects of technical correspondence, report writing, oral communication, and the jobseeking process.	3
MCOM 352	**MCOM 352 - Multimedia Journalism	2022-2023** A hands-on seminar that explores the use of text, images, sound, video, data and graphics to tell stories in an engaging way. Students will leverage digital tools, social media platforms, and research to inform, educate or entertain. The course explores historical aspects, storytelling structures, design concepts, ethical issues, writing styles, and the business of media.	3
MCOM 361	**MCOM 361 - Screenwriting	2022-2023** This course introduces students to the history, art, and craft of cogent short-form film and television writing. It involves theoretical and applied components. Topics include: concept, conflict, and character development, writing treatments, structure and plot point crafting, genre considerations, theme and character dynamics, mood and stylistic concerns, etc. Selective scripts from the course may be used in advanced production courses.	3
MCOM 362	**MCOM 362 - Playwriting	2022-2023** Playwriting is a workshop course designed for any student interested in developing their storytelling skills by writing for the stage. Students will study major components of playwriting, including dramatic formatting, structure, plot and character development, writing actionable dialogue, analysis, dramaturgy, and more. Students will deepen their understanding of these components and of the creative process through writing exercises, pitching ideas, reading work out loud, and respectfully providing and receiving feedback. By the end of the semester, students will have written one or more plays.	3
MCOM 369	**MCOM 369 - Adventures in Narrative Non-Fiction	2022-2023** What makes this story so good? Compelling magazine and newspaper writing employs narrative	3

ID	COURSE	CREDITS
	nonfiction's creative tools to bring true stories to life. In this intermediate workshop-style course, students analyze examples of the best published memoir, personal narrative, travel writing, and immersion journalism to interpret the author's craft and formulate aesthetic principles to apply to their own creative work. Students will write several pieces in a variety of non-fiction genres; critique each other's work; revise their own; and perform one piece during the Festival of the Arts, Media + Culture.	
MCOM 371	**MCOM 371 - Relational Communicaton | 2022-2023** This course provides an in-depth look at communication in close relationships. The course begins with models of relational communication and proceeds with self- and other perceptions, verbal and nonverbal strategies and rituals, then the larger processes of communication in developing, sustaining, struggling, and ending relationships. Three featured topics include the role of conflict, verbal abuse, and personal style as factors in close relationships.	3
MCOM 372	**MCOM 372 - Cross-cultural Communication | 2022-2023** This course is about the nature of cross-cultural interaction. Cultural concepts and contexts are explored through taxonomies, theories, and comparative analysis. Through in-class and out-ofclass activities, students become self-aware and other-aware. Students also experiment with cultural behaviours and cultural change, aiming to increase both explanatory and predictive cultural knowledge, and enhance behavioural competencies.	3
MCOM 373	**MCOM 373 - Classical and Contemporary Rhetoric | 2022-2023** The rhetoric of classical Greece and Rome, the medieval era, and modern and postmodern approaches to rhetorical practice are surveyed in relation to political, social, and mass media contexts and practices.	3
MCOM 381	**MCOM 381 - Debate and Argumentation | 2022-2023** The study of argumentation theory as applied in the practice of debate for the careful analysis and advancement of propositions regarding important contemporary issues. Students participate in two one-on-one debates and one two-on-two debate.	3
MCOM 390	**MCOM 390 - Advanced Selected Topics in Media and Communication | 2022-2023** Topics vary from year to year.	3
MCOM 395	**MCOM 395 - Central America Field Study | 2022-2023** This experiential and interdisciplinary course fosters interaction with diverse physical and human environments. It provides exposure to the region's history, religions, politics, and socioeconomic realities that shape the communication and cultures of Central America, and introduces students to cross-cultural communication.	3
MCOM 396	**MCOM 396 - East Africa Field Study | 2022-2023**	3

ID	COURSE	CREDITS
	This experiential and interdisciplinary course fosters interaction with diverse physical and human environments. It provides exposure to the region's history, religions, politics, and socioeconomic realities that shape the communication and cultures of East Africa and introduces students to cross-cultural communication.	
MCOM 399	**MCOM 399 - Communication Theory in Everyday Life	2022-2023** An intermediate-level study of contemporary theories in communication with an eye to their applicability for observation, explanation, and evaluation of everyday communication. Students learn to pose questions and answers in theory construction regarding communication issues, processes and outcomes.	3
MCOM 411	**MCOM 411 - Media, Culture, and Criticism	2022-2023** A seminar investigating the cultural environment in which we live as the context of all communication. Selected media within contemporary culture are explored in terms of their contribution to the postmodern age.	3
MCOM 412	**MCOM 412 - Masters of Cinema	2022-2023** This seminar focuses on key filmmakers who have been highly influential in the development and expression of thought-provoking narrative and non-narrative cinema, including documentary and animation. As such, it focuses on a broad array of filmmakers, styles, and genres as students explore the way cinematic structure, stylistics, aesthetics, and techniques creates a deeper understanding of life. Filmmakers studied include masters from Hollywood, Europe, Asia, Africa, and the Middle East.	3
MCOM 421	**MCOM 421 - Digital Recording II	2022-2023** Advanced study and practice of the technologies pertaining to professional digital recording.	3
MCOM 422	**MCOM 422 - Digital Film Directing	2022-2023** This course introduces students to the history, theory, and craft of digital film directing. As a workshop, it involves critical, and applied components. Topics include the multiple roles of the director, scene, and script analysis, creating potent production concepts, creative cinematics and techniques, auditioning, and working with actors. Key components of the course include shooting monologues, scenes, and making a short film.	3
MCOM 451	**MCOM 451 - Public Relations Writing	2022-2023** An advanced course that focuses on the style and technique of writing for public relations and corporate communication. Students discover the dynamics of strategic and persuasive writing while creating key pieces such as brochures, ads, newsletters, and press releases. Opportunity is given to create a communications package for a public relations client.	3
MCOM 452	**MCOM 452 - Feature Writing for Newspapers and Magazines	2022-2023**	3

ID	COURSE	CREDITS
	Building on skills developed in MCOM 251 or 261, students study the best in magazine and newspaper feature writing and produce several pieces of their own with the intent of publishing their work.	
MCOM 453	**MCOM 453 - Editing for Newspapers and Magazines	2022-2023** Building on skills introduced in MCOM 251, 261, or 452, students learn the art of editing for magazines and newspapers. Students study examples of published magazines and newspapers (both print and online), write and edit a piece of their own with the intent to publish their work, and apply their knowledge to pieces submitted for publication in a student publication to be created around this course.	3
MCOM 469	**MCOM 469 - Professional Writing Capstone	2022-2023** Serves as opportunity for students to bring diverse learning and skills from across their program in order to research, write and/or carry out a senior creative thesis, portfolio, or publishing project in literary journalism or narrative nonfiction. Students gain skills in curation, editing, project management, aesthetic research methodology, and integrative and performative thinking. Students will gain deeper scholarly and professional understanding of aesthetic research methodology, and integrative and performative thinking. Students will gain deeper scholarly and professional understanding of aesthetic considerations in communication, forge professional and academic contacts, and demonstrate mastery of relevant theory, principles, and writing strategies. The course concludes with a public performance to peers, faculty, and professional leaders.	3
MCOM 471	**MCOM 471 - Persuasive Communication	2022-2023** This course investigates the art, science, and practice of persuasive communication in its many forms and contexts. It examines theories and research in human influence and how language, images, and non-verbal cues can mold people's attitudes and actions. There is opportunity to carry out a social science project in interpersonal or mediated persuasion, and to seriously consider the ethical implications of one's persuasive efforts.	3
MCOM 472	**MCOM 472 - Leadership Communication in Multi-cultural Contexts	2022-2023** Students explore the complexities of leadership communication in multi-cultural, non-western contexts through topics such as gender and social structures, motivation, decision-making, negotiating conflict, and managing projects and change. The course draws on leadership theories, metaphors, and global leadership research to define culturally preferred leadership attributes and behaviours, and effective cross-cultural communication in comparative global settings.	3
MCOM 473	**MCOM 473 - Women, Communication & Leadership	2022-2023** This course focuses on central current themes in the study of women in positions of power and leadership in Western society. Students focus on gendered communication patterns and tendencies, specifically concerning women in positions of influence in politics and media.	3

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MCOM 474	**MCOM 474 - Language and Gender | 2022-2023** A survey course of the central themes in the study of gender-differentiated language use, such as differences in conversational practice, conversational differences in mixed talk and single-sex talk, as well as the complexity in intimate talk between men and women.	3
MCOM 475	**MCOM 475 - Communication and Diversity | 2022-2023** This seminar style class explores various and complex dimensions of diversity and inclusion in the workplace and in society. Students examine the barriers to professional advancement that are faced by non-mainstream groups. The course proposes an Inclusive Workplace Model and effective communication for managing complexity, engaging diversity, navigating difference, and removing obstacles to inclusion and to organizational effectiveness and growth.	3
MCOM 479	**MCOM 479 - Leadership Communication Capstone | 2022-2023** Students bring diverse learning and skills from across their program in order to research and write and/or carry out a senior thesis or organizational project in leadership or strategic communication. Students gain skills in project management, research methodology, and integrative thinking in order to collect social scientific data, advance complex arguments, and/or help an organization achieve its communication goals. Students will gain deeper scholarly and professional understanding of communication, forge professional and academic contacts, and demonstrate mastery of relevant theory, principles and writing strategies. Students conclude the course with a public presentation to peers, faculty, and professional leaders regarding the main project.	3
MCOM 490	**MCOM 490 - Directed Studies in Media and Communication | 2022-2023** Students are required to produce an outline of the topics to be studied in consultation with the instructor. A course of reading and writing is pursued according to the approved outline.	3
MCOM 491	**MCOM 491 - Transformational Development and Leadership | 2022-2023** The course provides opportunity for the articulation of transformational leadership (both cultural and personal). It requires leaders to communicate their vision of growth and opportunity. Students gain insight into effective leadership communication as they examine the worldviews, history, and economic challenges in developing nations (in East Africa and Central America). This course explores underlying cultural and faithbased worldviews by means of an interdisciplinary travel study. Specifically, the course explores social and humanitarian responses to critical social issues in the Global South. Through readings, lectures (including field practitioners and experts), and field experiences, students are exposed to the complex nature of human problems and social responses. Students seek to understand critical social issues in light of cultural, environmental, economic, political, and historical frameworks. Of particular interest is the manner in which religious worldview shapes one's response to the disadvantaged, and how the transformational model informs leadership behaviour and the development process.	3