

ARRUPE COMMUNICATION (ACCOM)

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ACCOM 101 Public Speaking & Critical Thinking (3 Credit Hours)

This course is designed to supply students with an understanding of critical thinking practices, foundational tenets of communication theory, the skills of public address and persuasion, the role of visual aids in effective presentation, and a sense of the social responsibility that comes with the capacity for communication.

IAI code: C2 900

Course equivalencies: ACCOM 101/103 COMM 101/103

Outcomes:

Students gain skills in public speaking, preparing a presentation, including visual aids, and critical listening, thinking, and speaking

ACCOM 103 Business and Professional Speaking (3 Credit Hours)

Through theory and practice, the course will explore oral presentation in business and professional situations, including message design and audience analysis of organizations. Students will examine expectations for communication in business; after studying and analyzing professional context, students will complete three substantive presentations. Finally, students will gain a sense of social responsibility that comes with the capacity for communication.

Course equivalencies: ACCOM 101/103 COMM 101/103

Outcomes:

Students gain skills in public speaking, preparing a presentation, including visual aids, and critical listening, thinking, and speaking with a focus on professional environments

ACCOM 200 Communication and New Media (3 Credit Hours)

This course explores the way technology affects personal, cultural, and mass communication through examining the historical, societal, and ethical implications of new and interactive forms of media.

Course equivalencies: COMM200 / IFMS200 / ACCOM 205

Outcomes:

Students use audio, video and digital tools to research and produce essays, projects and presentations that analyze the impact of technology on communication

ACCOM 201 Introduction to Communication (3 Credit Hours)

This course gives a general and theoretical overview of communication. By approaching communication through a critical and historical lens, students will acquire a foundation for further study and practice in communication.

Course equivalencies: COMM 175 / COMM 160 / ACCOM 201

Outcomes:

Students will have an understanding of the nature and structure of communication and be able to critically evaluate oral and written communications

ACCOM 274 Introduction to Cinema (3 Credit Hours)

This course introduces students to cinema as an artform and a mode of mass communication. By developing a film vocabulary and studying film aesthetics, students will learn how to evaluate film and create written formal analyses of film texts. Students will also consider the historical and cultural impact of films and begin to explore film theory and criticism.

Course equivalencies: ACCOM / COMM 274

Outcomes:

Understand film aesthetics and form; Develop basic filmic vocabulary related to production, distribution, and analysis; Develop critical standards for film evaluation; Critically evaluate films verbally and in written form; Recognize scholarly approaches to film studies and criticism; Analyze film texts considering historical and social context