

## E&C courses 2015-2016 Academic Year

<b>E&amp;C 103</b>	<p><b>Introduction to Language &amp; Culture</b></p> <p>This course provides an overview of the structural, biological, and historical aspects of language and focuses on the socio-cultural aspect—the connections between language and culture, and the ways in which language is used in various cultural and social contexts. Examples of regional variation, social variation, ethnicity, gender, age, style, register, and the status of the speaker’s language will be discussed and illustrated during the course. Students are required to complete weekly reading assignments. Three hours of instructor-led class time per week.</p> <p><b>Core E&amp;C      GE-AH for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>
<b>E&amp;C 104</b>	<p><b>Introduction to Communications</b></p> <p>This course provides a comprehensive introduction to the field of communication studies. Students will examine the components of human communication as it takes place within interpersonal, group, organizational, and public contexts and become familiar with the historical development of mass media and its role in society, looking at the print and electronic news media, advertising, public relations, and the Internet. Students will also explore developments in the theory of communication from the mid-20th century to the present. They will apply theoretical models to critically assess contemporary means and patterns of communication and use these models to analyze and develop their own written and oral communication in different formats. Course work will include media and reading assignments, as well as case studies and oral and written projects. Three hours of instructor-led class time per week.</p> <p><b>Core E&amp;C      GE-AH for BAB and CS</b></p>	<b>Fall 2015</b>	<b>3 credits</b>
<b>E&amp;C 105</b>	<p><b>Introduction to the Structure of English</b></p> <p>This course is a systematic introduction to the structure of the English language. Students will acquire knowledge of the morphology, syntax, and phonology of contemporary English. They will explore the interrelation of form, meaning, and use and apply linguistic knowledge in the analysis of their own and others’ communication. Students are required to complete weekly reading assignments and home tasks in order to acquire knowledge of the concepts discussed in class. Three hours of instructor-led class time per week.</p> <p><b>Core E&amp;C      GE-AH for BAB and CS</b></p>	<b>Fall 2015</b>	<b>3 credits</b>

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<b>E&amp;C 120</b>	<p><b>American Literature 1</b></p> <p>This survey course introduces students to American literature from the beginning of European contact to the present, focusing on major authors and different literary genres. It examines the historical influences on the evolution of this body of literature and the construction of a distinct and complex American identity. Through close reading, class discussion and their own research and writing, students will explore how themes such as gender, race, class, spirituality, economics, and the environment play a role in the formation and evolution of the American experience Three hours of instructor-led class time per week.</p> <p><b>Core E&amp;C      GE-AH for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>
<b>E&amp;C 121</b>	<p><b>English Literature 1</b></p> <p>This course introduces students to English literature from the Elizabethan period through the twentieth century and focuses on the development of various literary genres, as well as on the works of the most significant literary figures. The class will cover the major literary movements from English Renaissance humanism to Post-modernity and may also include marginal literary voices and ephemeral literature from English letters to provide context and balance. Students are required to write analytical essays and complete weekly reading assignments. Three hours of instructor-led class time per week including discussions and tasks.</p> <p><b>Core E&amp;C      GE-AH for BAB and CS</b></p>	<b>Fall 2015</b>	<b>3 credits</b>
<b>E&amp;C 125</b>	<p><b>Introduction to Acting Techniques</b></p> <p>This course introduces students to the process of building a character and interacting on stage using movement, voice, and imagination. Throughout the course, students will explore techniques of improvisation and scene study, and develop the basic skills of the acting process. They will become familiar with the history and theory of the craft of acting, and apply relevant concepts and practices to critically analyze their own work and that of others. Coursework will include reading assignments, written critiques and reflections, and performance-based projects. Three hours of instructor-led class time per week.</p> <p><b>E&amp;C Elective      GE-AH for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>

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<b>E&amp;C 130</b>	<p><b>Introduction to Journalism</b></p> <p>This course examines the nature of journalism as an area of mass media, its history and role in creating public opinion and disseminating information, and the impact of technology on journalism today. Students will be introduced to the meaning of “news”- definition, qualities of, evaluation and selection, and channels and audiences for news. The theoretical part of the course is paired with the actual practice of journalism: reporting (gathering information), exploring news values, news styles, form and organization of news stories, and writing various types of news: hard news, features, interviews, and critiques. Students will be required to complete weekly reading and writing assignments. Three hours of instructor-led discussion per week.</p> <p><b>Prerequisites: E&amp;C 101, E&amp;C 102</b>  <b>Core E&amp;C GE-AH for BAB and CS</b></p>	<b>Spring2016</b>	<b>3 credits</b>
<b>E&amp;C 140</b>	<p><b>Expository Writing</b></p> <p>This course is designed to develop students’ writing skills for use in a wide array of academic and professional contexts. Students will become familiar with the linguistic and rhetorical features of different genres of objective and informational writing, critically analyzing samples of effective writing in order to use them as models for their own work. They will be encouraged to view writing as a process, involving planning, drafting, and revision for clarity and precision. Students are required to complete short readings and weekly writing assignments, which may include but are not necessarily limited to summaries, reports, memos, narratives, expository analyses, and syntheses. Three hours of instructor-led discussion per week, along with in-class and take home assignments.</p> <p><b>Prerequisites: E&amp;C 101 and E&amp;C 102</b>  <b>Core E&amp;C GE-AH for BAB and CS</b></p>	<b>Fall 2015</b>	<b>3 credits</b>
<b>E&amp;C 141</b>	<p><b>Persuasive Writing</b></p> <p>This course is designed to develop students’ persuasive writing skills for use in a wide array of academic and professional contexts. Students will become familiar with the structural and rhetorical features of formulating and communicating arguments in a persuasive manner, taking into consideration such factors as audience, reasoning, evidence, and style. They will be encouraged to view writing as a process, involving planning, drafting, and revision for clarity and precision. Students are required to complete short readings and weekly writing assignments, which may include but are not limited to persuasive essays, letters, reviews, and proposals.</p> <p><b>Prerequisites: E&amp;C 101 and E&amp;C 102</b>  <b>Core E&amp;C GE-AH for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>

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<b>E&amp;C 151</b>	<p><b>Consecutive and Simultaneous Interpreting</b></p> <p>This course introduces the theory, research, and practice of consecutive and simultaneous interpreting. It focuses on the practical techniques and skills of consecutive and simultaneous interpreting from English into Armenian and from Armenian into English within a variety of professional areas and for a range of purposes. The course also aims at furthering students' command of both Armenian and English through interpreting exercises and thematic glossaries. Students are expected to complete weekly readings and other home assignments and be prepared for in-class discussions, tasks, and interpretation practice. Three hours of instructor-led class per week.</p> <p><b>Prerequisites:</b> FND 102; FND 104 (Armenian Section)  <b>E&amp;C Track</b>    <b>GE-AH for BAB and CS</b></p>	<i>Spring 2016</i>	<i>3 credits</i>
<b>E&amp;C 200</b>	<p><b>Discourse Analysis</b></p> <p>This course introduces students to the study of discourse through hands-on analysis of real language in use, taking into account the linguistic features and functions of spoken, written, and multi-modal communication as well as the social, cultural, and political contexts in which it occurs. We will explore how meaning is created and relationships are enacted within and across an array of genres and use this knowledge to interpret and construct texts within different social and professional contexts. Course work will include reading assignments, written analyses, and practical application. Three hours of instructor-led class time per week.</p> <p><b>Prerequisite:</b> E&amp;C 103 or E&amp;C 105  <b>Core E&amp;C</b>        <b>GE-AH for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>
<b>E&amp;C 231</b>	<p><b>Public Speaking</b></p> <p>This course aims to develop students' speaking skills for a variety of public and professional situations. Students will explore fundamental principles and practice of public oratory with an emphasis on all phases of communication: conception, design, organization, research, writing, rehearsal, and delivery. Students will gain skills and confidence in conveying and modulating message and meaning in different registers through formal and extemporaneous public speeches, expository/informative and persuasive presentations for public meetings and conferences, and other speaking tasks. Three hours of instructor-led discussion per week, plus in-class and take home assignments.</p> <p><b>Pre-requisite:</b> ENGL 102  <b>E&amp;C track</b>    <b>GE-AH for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>

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<b>E&amp;C 233</b>	<p><b>Professional Communication</b></p> <p>Effective written and spoken communication is a core competency for professional and public life. This course is designed to give students a comprehensive view of the scope and importance of professional communication in a variety of settings. It aims to develop students' writing, speaking, and interpersonal skills and specific tools for communicating in complex environments and accomplishing strategic academic and professional goals. Students will refine communication skills necessary for internships and permanent workplace positions. More specifically, students will gain skills in writing letters, emails, resumes, proposals, formal and informal reports, agendas, and work plans with an awareness of succinct written expression necessary for professional communication. Students will develop informative, persuasive, and extemporaneous oral skills for networking, telephone, Internet-based and face-to-face interviews, and presentations. Because effective group communication is a necessity in today's workplace, students will learn and practice skills in managing meetings, dealing with conflict, and leveraging the power of diversity, at both the individual and cultural level. Students are required to complete weekly assignments in order to acquire knowledge of the topics discussed in class. Three hours of instructor-led discussion per week, plus in-class and take home assignments.</p> <p><b>Prerequisites:</b> E&amp;C 140 &amp; E&amp;C 141  <b>E&amp;C Track</b></p>	<b>Spring 2016</b>	<b>3 credits</b>
<b>E&amp;C 234</b>	<p><b>Advertising</b></p> <p>Advertising and marketing communications are a pervasive presence in modern life and an essential skill for communications professionals. This course explores the principles and practices of advertising and its role within marketing communications. Students will develop a critical understanding of how advertising functions in global and local contexts and become familiar with the components of the advertising process, including market research, media planning, and creative strategies. They will learn how to identify the target audience, determine which medium or combinations of media provide the best means to reach it, and create effective messages. Students are required to complete weekly reading assignments and in-class and home tasks to acquire the knowledge of the topics covered in class. Three-hours of instructor-led class time per week.</p> <p><b>Prerequisite:</b> E&amp;C 238 for E&amp;C majors  <b>E&amp;C Track</b>     <b>GE-SS for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>

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<b>E&amp;C 235</b>	<p><b>Communications Ethics</b></p> <p>In a continuously connected world, communication has taken on a pervasive role in our lives, raising a new range of ethical issues for communications professionals and non-professionals alike. This course examines ethical and legal aspects of human communication as it takes place within interpersonal and public contexts. Students will be introduced to basic theories of ethics and then guided through current controversies relating to such topics as privacy, freedom of speech, censorship, the right to be informed, and propaganda. They will explore theoretical ethical issues connected with the acquisition, storing and sharing of information and become familiar with relevant Armenian legal codes. Students are required to complete weekly reading assignments in order to acquire knowledge of the concepts discussed in class. Three hours of instructor-led class time per week including discussions and tasks.</p> <p><b>Prerequisites: E&amp;C 238 (For BA E&amp;C Majors)</b>  <b>E&amp;C Track      GE-AH &amp; SS for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>
<b>E&amp;C 236</b>	<p><b>Survey and Polling Methodology</b></p> <p>Decision making in the fields of mass communication, marketing, and public relations relies on the ability to conduct research and critically interpret data. This course introduces students to the theory and practice of survey research, thus advancing their understanding and skills in social science research methodologies. Students will learn how to understand and critically analyze data and results from survey research and public opinion polls. They will also learn how to collect, analyze and interpret original survey data. Students will be required to complete weekly reading assignments to acquire knowledge and practice skills covered in class. They will also conduct individual or group projects including fieldwork, written assignments, and oral presentations. Three hours of instructor-led discussions/class time per week including discussions and tasks.</p> <p><b>Prerequisites: E&amp;C 238 (for BA E&amp;C majors)</b>  <b>E&amp;C Track      GE-AH &amp; SS for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>

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<b>E&amp;C 237</b>	<p><b>Introduction to Filmmaking</b></p> <p>Film is the medium of our age, combining audio, visual, symbolic and narrative elements to produce impactful messages. This course is designed to empower students with the ability to express themselves and communicate effectively in the medium of film, providing them with an understanding of how and why films are made. Students will learn the core principles and techniques of filmmaking, both in theory and practice. The course will combine discussions on the history, language, forms and functions of film with hands-on technical instruction in developing projects from start to finish (planning, shooting, editing). Students will collaborate in teams to create short films focusing on specific skills and concepts. They will complete written assignments, and view and critique a selection of films and each other's work in class.</p> <p><b>Prerequisite: E&amp;C 140 or 141; E&amp;C 238</b>  <b>E&amp;C Track    GE-AH for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>
<b>E&amp;C 238</b>	<p><b>Media and Society</b></p> <p>This course builds upon Introduction to Communications (COMM 104) and explores historical and contemporary issues in the interaction between media and society. Students will examine and develop critical perspectives on media and the interplay between media institutions, media content, and culture. The course will introduce major theories used in analyzing media and its effects, as well as examine the characteristics of individual media: newspapers, magazines, books, radio, television, film, the Internet, and social media. The core concepts of media ethics will also be discussed. Course work will include media and reading assignments, as well as collaborative media projects. Three hours of instructor-led class time per week.</p> <p><b>Prerequisite: E&amp;C 104</b>  <b>Core E&amp;C        GE-AH for BAB and CS</b></p>	<b>Spring 2015</b>	<b>3 credits</b>

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<b>E&amp;C 240</b>	<p><b>Creative Writing</b></p> <p>This course is designed to develop students' writing skills by exploring various creative genres (poetry, fiction, playwriting, nonfiction, memoir, etc). Students will become familiar with literary forms, styles, and traditions, critically analyzing samples in order to improve their own work. The core of this course is based on original student writing, therefore students will be required to submit short work on a weekly basis, depending on the genre and focus. They will be encouraged to view writing as a creative process, involving honest exploration of ideas and the imagination. They will practice free-writing, drafting, and revision for clarity, precision, and literary effect. Students will also be required to actively participate during each class, discussing assigned texts and other students' writings. Three hours of instructor-led discussion per week, along with in-class and take home assignments.</p> <p><b>Prerequisites: E&amp;C 140 or E&amp;C 141</b>  <b>E&amp;C Track GE-AH for BAB and CS</b></p>	<b>Fall 2015</b>	<b>3 credits</b>
<b>E&amp;C 250</b>	<p><b>Introduction to Translation</b></p> <p>This course aims to provide students with an understanding of the field of translation and the basic skills necessary to begin translating texts from English to Armenian and Armenian to English. Students will become familiar with the major practical and theoretical approaches and methods to translation. They will be encouraged to view translation as a process, involving planning, drafting, and revision for clarity and precision. Students are required to complete short readings and weekly writing assignments, which may include but are not limited to response papers, vocabulary journals, and translations from a range of texts from various disciplines. Three hours of instructor-led discussions per week.</p> <p><b>Prerequisites: E&amp;C 140 E&amp;C 141</b>  <b>E&amp;C Track</b></p>	<b>Fall 2015</b>	<b>3 credits</b>
<b>E&amp;C 243</b>	<p><b>The Practice &amp; Art of Non-Fiction</b></p> <p>Non-fiction is a diverse genre of writing that is in high demand in almost all spheres. This writing skills course aims to familiarize students with various forms of non-fiction (memoir, feature writing, grant proposals, in-depth reviews, photo-essays, blogging, essays on art or culture, journalism, etc.). Texts will be read closely and analyzed in order to gain a wide breadth of knowledge about craft and style. Students will be encouraged to view writing as an analytical, ethical and creative process, involving the exploration of ideas, information, and facts. They will write in class, produce longer essays, and also conduct outside research. Students will practice free-writing and drafting, followed by revising for clarity, precision, and effect. They will also be required to actively participate during each class, discussing assigned texts and other students' writing. Three hours of instructor-led discussion per week, along with in-class and take home assignments.</p> <p><b>Prerequisite: E&amp;C 140 or 141</b>  <b>E&amp;C Track GE-AH for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>

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<b>E&amp;C 253</b>	<p><b>Literary Translation</b></p> <p>This course familiarizes students with the history, theory and practice of literary translation. Students are encouraged to view translation as a creative process similar to that of creative writing. The aim of the course is to help students cultivate general translation techniques while focusing specifically on stylistic and semantic creativity in a workshop setting. Assignments include short readings and weekly writing assignments, which may include but are not limited to response papers, vocabulary journals, and translations from a range of texts from different literary genres. Knowledge of Armenian is required. Three hours of instructor-led class time per week including lecture, seminar, workshop discussions.</p> <p><b>Prerequisites: FND 104 (Armenian Section) and E&amp;C 240 or E&amp;C 250</b></p> <p><b>E&amp;C Track</b></p>	<b>Spring 2016</b>	<b>3 credits</b>
<b>E&amp;C 260</b>	<p><b>Negotiation</b></p> <p>Almost every interaction of daily life involves some kind of negotiation process, thus negotiation is broadly conceived to be a form of communicative activity encompassing business, professional and personal life. This course aims to develop students' negotiation and persuasion skills by introducing them to new paradigms for collaborative problem solving, starting with when and why people negotiate. After presenting different styles and models of negotiation, the course considers the effectiveness of each and teaches tools and frameworks to better prepare for negotiation; e.g., an understanding of the different elements at play, awareness of trust and relationship-building dynamics, modes of persuasion, active listening skills, and strategic thinking and analysis skills. Three hours of instructor-led discussion per week, plus in-class and take-home assignments.</p> <p><b>Pre-requisite: FND 102</b></p> <p><b>E&amp;C Track GE-AH for BAB and CS</b></p>	<b>Spring 2016</b>	<b>3 credits</b>