

COURSE DETAIL

NARRATIVES OF SOCIAL CHANGE

Country

New Zealand

Host Institution

University of Auckland

Program(s)

University of Auckland

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

112

UCEAP Course Suffix**UCEAP Official Title**

NARRATIVES OF SOCIAL CHANGE

UCEAP Transcript Title

SOCIAL CHANGE

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines how the presentation of information shapes public attitudes and behaviors. It covers how public communication via news, social media and public awareness campaigns influence public understanding, engagement and behavior. Key ideas explored in this course include: discourse; framing; rhetoric; and the interplay of words, images and sounds in multimodal communication.

Language(s) of Instruction

English

Host Institution Course Number

COMMS 212

Host Institution Course Title

NARRATIVES OF SOCIAL CHANGE

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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