

# COMMUNICATION AND CULTURE

## Program Overview

Communication and culture are closely linked, with communication being the basis for human contact and culture being created, shaped, and transmitted through communication. It applies equally to domestic cultural differences (including gender) and to international differences (nationality and world region). Interacting effectively across cultural lines requires perseverance and sensitivity to one another's differences in different contexts including personal relationships, communities, business, and globally. This minor will improve your understanding of how communication and culture are intertwined and their intercultural communication competency.

## Degree Offered

- Minor in Communication and Culture

## Contact

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**Program website:** Communication and Culture (<https://www.rider.edu/academics/colleges-schools/college-arts-sciences/communication-media-arts/undergraduate/communication-and-culture-minor/>)

**Associated Department:** Department of Communication, Journalism and Media (<https://www.rider.edu/academics/colleges-schools/college-arts-sciences/communication-media-arts/faculty-departments/communication-journalism/>)

## Related Programs:

- Communication Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/communication-studies/>)
- Public Relations (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/public-relations/>)
- Journalism (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/journalism/>)
- Radio and Podcasting (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/radio-major/>)
- Sports Media (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/sports-media/>)
- Graphic Design (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/graphic-design/>)
- Social Media Strategies (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/social-media-strategies-minor/>)
- Public Advocacy (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/public-advocacy-minor/?step=export>)

- Persuasion and Speechmaking (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/persuasion-and-speechmaking-minor/?step=export>)
- Organizational Communication (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/organizational-communication-minor/?step=export>)
- Photography (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/photography-minor/?step=export#coursestext>)
- Event Planning and Production (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/event-planning-production/>)
- Political Communication (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/political-communication-minor/>)

## Communication and Culture Minor Requirements

(12 credits)

Code	Title	Credits
<b>Select four of the following courses:</b>		<b>12</b>
COM 105	Communication, Culture and Media	
COM 251	Interpersonal Communication	
COM 252	Intercultural Communication	
COM 318	Gender and Communication	
COM 330	Documenting Cultures Through Travel	
COM 393	International Communication	
<b>Total Credits</b>		<b>12</b>

### COM 105 Communication, Culture and Media 3 Credits

Provides a detailed investigation and analysis into the nature, history, scope, adequacy, and limitations of mass communication and examines the reciprocal influence of the media on culture and society. This course counts towards the fulfillment of the Disciplinary Perspectives element of the CLAS general education curriculum.

### COM 251 Interpersonal Communication 3 Credits

Focuses on the study of various communication concepts and theories and the development of interpersonal skills and sensitivities. More specifically, students will participate in lectures, exercises, and projects while exploring the role and function of relationships in their professional, social, and personal lives.

### COM 252 Intercultural Communication 3 Credits

Develops intercultural communication competence through an awareness and understanding of diverse cultures and their impact on communication. It will introduce students to those general factors that influence communication with people from diverse cultures both internationally and within the United States, and offer a blend of skill development, communication theory, and hands-on application.

**COM 318 Gender and Communication 3 Credits**

Focuses on interactive relationships between gender and communication in contemporary American society. It connects theory and research with practice to explore multiple ways communication in families, schools, media, and society in general creates and perpetuates gender roles. It is designed to heighten students' awareness of how we enact socially created gender differences in public and private settings and how this affects success, satisfaction, and self-esteem. Note: This course is crosslisted as GSS 318. Students may not get credit for both COM 318 and GSS 318.

**COM 330 Documenting Cultures Through Travel 3 Credits**

Offers students, through travel and study, a unique opportunity to gain firsthand experience of a foreign culture and to learn how to record and document their experiences using multiple media, including print, audio, video, photography and/or the Web. While traveling, students will be required to attend lecture/discussion sessions, site tours, and other planned activities. This experience will be preceded and/or followed by additional academic work to be conducted on campus. Study topics may include aspects of the historical, social, economic, political and aesthetic cultural components appropriate to the location(s) to be visited. The travel component of the course will be scheduled to avoid conflict with normal semester offerings. No foreign language skills are required.

**COM 393 International Communication 3 Credits**

Examines mass media systems and their influence on international communication. Emphasizes media systems of major political powers such as Russia, China, the European community, the United States, and geo-political centers such as Africa, Asia, the Middle East, and Latin America. Using a seminar format, the course explores how a nation's mass media reflect its socio-political environment and national values. Focuses on the international images constructed by the mass media.