

# PUBLIC ADVOCACY

## Program Overview

Public advocacy takes place in democratic societies in which the citizens exert influence over institutions and public authorities to empower marginalized groups in society. Advocacy relies heavily on persuasive communication and public dialogue, as well as the effective use of mass communication tools. This minor is appropriate for any student at Rider interested in public advocacy and its importance to civil society.

## Degree Offered

- Minor in Public Advocacy

## Contact

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**Program website:** Public Advocacy (<https://www.rider.edu/academics/colleges-schools/college-arts-sciences/communication-media-arts/undergraduate/public-advocacy/>)

**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>)

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

## Public Advocacy Minor Requirements

Code	Title	Credits
<b>Select four of the following courses:</b>		<b>12</b>
COM 203	Introduction to Social Media	
COM 205	Persuasion	
COM 207	Social Media and Social Change	
COM 232	Podcasting I	
COM 292	Content for Social Media	
COM 304	Rhetoric for Politics and Law	
COM 322	Argumentation and Advocacy	
COM 355	Social Justice and Journalism	

### COM 203 Introduction to Social Media 3 Credits

Introduces the tools and techniques of social media as an effective means of communication in a variety of organizational settings. Students will practice with a variety of social media platforms, explore the roles and responsibilities of a social media manager, discuss the importance of establishing social media policies, and learn how to develop a social media strategy as well as how to measure its effectiveness through social media analytics. In addition, students will discuss important issues such as how to handle an online crisis, and the legal and ethical implications of digital communication.

### COM 205 Persuasion 3 Credits

Analyzes the motivations that lead individuals and audiences to beliefs and actions and the techniques of achieving objectives through persuasion. Attention, interest, empathy, ethos, fear, and techniques of speakers, and those who use persuasion professionally are studied.

### COM 207 Social Media and Social Change 3 Credits

Introduces students to Web/ social media tools and information distribution networks that have enabled people to mobilize new types of collective action, inform publics and advocate positions. Community production and sharing of knowledge (Wikipedia), culture (YouTube, Flickr, the blogosphere), and political organizing (colorofchange.org) are current manifestations of social changes that are continuing to bloom in the 21st century. In this course, Rider University students will become literate in active Web and social media participation with a focus on engaging with current social, political and cultural issues.

### COM 232 Podcasting I 3 Credits

Podcasting I will offer students an innovative reading, research, discussion and creative lab experience. Using fictional storytelling, broadcast journalism and talk show formats, students will learn the basics of producing an original, creative podcast. They will gain insight on how to communicate and successfully market a podcast towards a mass audience. Students would also receive a basic overview of podcasting, so they can continue work to podcast on their own after taking Podcasting I.

**COM 292 Content for Social Media 3 Credits**

Focuses on creating social media content that will inform, entertain, and engage audiences within a variety of organizational and business contexts. Students will learn about message planning for specific platforms and creative ways to use digital content to support public relations, branding, customer, and media relations.

**COM 304 Rhetoric for Politics and Law 3 Credits**

Introduces the theory and strategy of crafting persuasive messages and cultivating relationships with the media in the context of judicial, deliberative, and epideictic genres of rhetoric. In addition, students will learn how to plan and coordinate media briefings and how to prepare and participate in a media interview.

**Prerequisite(s):** COM 104 or COM 290.

**COM 322 Argumentation and Advocacy 3 Credits**

Investigates the theory and practice of speech communication that seeks to persuade by inferential argumentation. Concentrates on theories, practices, and research in argumentation and debate, blended with speaking experience in analyzing and advocating controversial topics.

**Prerequisite(s):** COM 104 or COM 290.

**COM 355 Social Justice and Journalism 3 Credits**

The best of American journalism is rooted in exploring issues of social justice and shining a spotlight on abuse. In this course, students will learn about the role journalism has played to expose social injustice in America by exploring powerful investigations by the mass media and also press organizations employing and representing non-white and marginalized groups. Students will examine both historical and contemporary journalism examples. The course also will include critical assessment of journalism's failings, including an exploration of the discrimination and disenfranchisement historically perpetuated by media.