

# MEDIA ADVOCACY - MINOR

College of Communication and Information  
www.kent.edu/cci

## About This Program

The Media Advocacy minor prepares students to explore advocacy as both a professional discipline and an act of engaged citizenship by equipping them with theoretical and applied approaches for achieving meaningful social, political and cultural change through the use of media tools and concepts. The minor will deepen student understanding of individual activism, group advocacy and social movements. The required and elective courses will help students understand how to apply story-based strategies to create shared meaning, draw attention to societal issues and organize others to take action. It will also prepare students to understand how media shape individual decision making, public discourse and public opinion.

## Contact Information

- **Stephanie D. Smith** | ssmi149@kent.edu | 330-672-8147
- Speak with an Advisor

## Program Delivery

- **Delivery:**
  - In person
- **Location:**
  - Kent Campus

## Admission Requirements

Admission to a minor is open to students declared in a bachelor’s degree, the A.A.B. or A.A.S. degree or the A.T.S. degree (not Individualized Program major). Students declared only in the A.A. or A.S. degree or the A.T.S. degree in Individualized Program may not declare a minor. Students may not pursue a minor and a major in the same discipline.

## Program Requirements

### Minor Requirements

| Code   | Title   | Credit Hours |
|--|---|--------------|
| <b>Minor Requirements</b>  |   |              |
| CCI 20001  | INTRODUCTION TO MEDIA ADVOCACY                    | 3            |
| CCI 45091  | SEMINAR IN MEDIA AND MOVEMENTS (ELR)              | 3            |
| Upper Division Minor Elective, choose from the following: 3          |   |              |
| CCI 45091  | SEMINAR IN MEDIA AND MOVEMENTS (ELR) <sup>1</sup> |              |
| COMM 35464   | ARGUMENTATION AND PERSUASIVE COMMUNICATION        |              |
| COMM 45007   | FREEDOM OF SPEECH                                 |              |
| HDF 44033  | COMMUNITY OUTREACH IN NONPROFIT MANAGEMENT (ELR)  |              |
| PACS 31003   | NONVIOLENCE: THEORY AND PRACTICE                  |              |
| PH 35005   | ADVOCACY AND ACTIVISM IN PUBLIC HEALTH            |              |
| PH 44025   | PRINCIPLES OF PUBLIC HEALTH LEADERSHIP            |              |
| Additional Minor Elective, choose from the following: <sup>2</sup> 3 |   |              |
| ADED 20000   | TOPICS IN SOCIAL JUSTICE IN TEACHING AND LEARNING |              |

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|------------|--|
| CCI 45091  | SEMINAR IN MEDIA AND MOVEMENTS (ELR)             |
| COMM 35464 | ARGUMENTATION AND PERSUASIVE COMMUNICATION       |
| COMM 45007 | FREEDOM OF SPEECH                                |
| HDF 44033  | COMMUNITY OUTREACH IN NONPROFIT MANAGEMENT (ELR) |
| MDJ 21001  | PRINCIPLES OF ADVERTISING                        |
| PACS 31003 | NONVIOLENCE: THEORY AND PRACTICE                 |
| PH 35005   | ADVOCACY AND ACTIVISM IN PUBLIC HEALTH           |
| PH 44025   | PRINCIPLES OF PUBLIC HEALTH LEADERSHIP           |
| VCD 13000  | VISUAL DESIGN THINKING                           |

**Minimum Total Credit Hours: 12**

- <sup>1</sup> CCI 45091 is repeatable for credit, and students can retake this course and apply the second attempt toward the Upper Division Minor Elective.
- <sup>2</sup> Course taken as an Upper Division Minor Elective cannot also count toward the Additional Minor Elective.

## Graduation Requirements

| Minimum Minor GPA | Minimum Overall GPA |
|-------------------|---------------------|
| 2.000             | 2.000               |

- Minimum 6 credit hours in the minor must be upper-division coursework (30000 and 40000 level).
- Minimum 6 credit hours in the minor must be outside of the course requirements for any major or other minor the student is pursuing.
- Minimum 50 percent of the total credit hours for the minor must be taken at Kent State (in residence).

## Program Learning Outcomes

Graduates of this program will be able to:

1. Explore advocacy by studying social movement theories, organizing models, and the history and role of communication and media on advocacy efforts.
2. Understand how issues emerge, how public perceptions are shaped and how public opinion is changed.
3. Understand and critically analyze the core components of story-based strategy and how these components are used to develop social-change narratives, gain public awareness and mobilize collective action.
4. Critically examine the role of traditional and digital media in framing and covering transformational change efforts.
5. Practice experiential advocacy by applying media tools and the specific skills of their disciplines to advocacy problems.
6. Develop a useful toolkit of nonviolent mobilization strategies and tactics.