

POLITICAL COMMUNICATION MINOR (SCHAR)

Banner Code: PCOM

Academic Advising

359 Research Hall
Fairfax Campus

The interdisciplinary minor in political communication is offered jointly by the Schar School of Policy and Government and the CHSS Department of Communication.

Political communication explores the interaction among members of the public, the media, advocacy groups, and politicians in democratic society. This minor uses a diverse approach to questions of how mass and interpersonal communication influence democratic functioning, including

1. how political actors use strategic messaging to persuade and mobilize the public
2. how citizens make sense of these messages and their impact on engagement, deliberation, efficacy, knowledge, and participation
3. the role of the mass media in facilitating or hindering this relationship

Political communication includes explicitly political activities like voting and political campaigns. It also encompasses any issue of public debate or deliberation, including culture and social movements.

Faculty

Daigle (minor advisor for Schar)

Admissions & Policies

Admissions

This minor is available to all Mason undergraduate students with the exception of communication majors pursuing a concentration in political communication.

Policies

Eight credits of coursework must be unique to the minor and students must complete all coursework with a minimum GPA of 2.00. A minimum of 6 COMM credits and a minimum of 6 GOVT credits are required. For policies governing all minors, see AP5.3.4 Minors.

Requirements

Minor Requirements

Total credits: 18

Students should be aware of the specific policies associated with this program, located on the Admissions & Policies tab.

Coursework

Code	Title	Credits
COMM 327	Political Communication	3
COMM 412	Politics and the Mass Media	3

or GOVT 412	Politics and the Mass Media	
Total Credits		6

Communication and Political Process

Code	Title	Credits
Select one course from the following: ¹		3
COMM 326	Rhetoric of Social Movements and Political Controversy (Mason Core)	
COMM 374	Political Journalism	
COMM 431	New Media and Democracy	
COMM 454	Free Speech and Ethics (Mason Core)	
GOVT 311	Public Opinion and Electoral Behavior	
Total Credits		3

Persuasion Theory

Code	Title	Credits
Select one course from the following: ¹		3
COMM 230	Case Studies in Persuasion	
COMM 261	Theories of Argumentation	
COMM 362	Argument and Public Policy (Mason Core)	
COMM 430	Persuasion	
GOVT 313	Political Psychology	
GOVT 342	Diplomacy	
Total Credits		3

Political Process

Code	Title	Credits
Select one course from the following: ¹		3
GOVT 308	The American Presidency	
GOVT 312	Political Parties and Campaigns	
GOVT 318	Interest Groups, Lobbying, and the Political Process	
GOVT 353	Social Entrepreneurship	
GOVT 364	Public Policy Making	
GOVT 430	Comparative Political Leadership	
GOVT 445	Human Rights	
GOVT 447	Revolution and International Politics	
Total Credits		3

Cultural Politics

Code	Title	Credits
Select one course from the following: ¹		3
COMM 380	Media Criticism	
COMM 433	Environmental Communication	
COMM 465	Topics in Communication and Gender	
GOVT 361	Introduction to Environmental Policy	
GOVT 414	Politics of Race and Gender	
GOVT 427	Feminist Political Thought	
GOVT 460	Surveillance and Privacy in Contemporary Society	
Total Credits		3

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¹ COMM 386 Special Topics in Political Communication may be substituted for any other COMM course with the permission of the minor director, depending on the specific topic. GOVT 319 Issues in Government and Politics may be substituted for any other GOVT course with the permission of the minor director, depending on the specific topic. Courses from the Schar School of Policy and Government may be substituted in the cultural politics, persuasion theory, or political process categories, with the permission of the minor director.