

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

- Program Coordinator: **Stephanie D. Smith** | ssm149@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

Code	Title	Credit Hours
Minor Requirements		
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) ¹	
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: ² 3		
ADED 20000	TOPICS IN SOCIAL JUSTICE IN TEACHING AND LEARNING	
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

- ¹ CCI 45091 is repeatable for credit, and students can retake this course and apply the second attempt toward the Upper Division Minor Elective.
² 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.