

ADVOCACY AND SOCIAL CHANGE MINOR

The mission of Loyola University Chicago calls for all of its members "to make a difference as "persons for others." The Advocacy and Social Change minor helps students understand how that mission can be carried on through engaged communication while at the University and for the rest of their lives.

Through a course load of 21 Credit Hours, students will gain a deeper understanding of the role of communication in advocating for others and in promoting positive social change.

The skills students acquire from this minor will enrich any course of study. They will also facilitate employment in pro-social areas such as media literacy groups, domestic and international service organizations, Internet start-ups, NGOs and government agencies concerned with social welfare.

Related Programs

Major

- Communication Studies (BA) (<https://catalog.luc.edu/undergraduate/communication/communication-studies/communication-studies-ba/>)
- Multimedia Journalism (BA) (<https://catalog.luc.edu/undergraduate/communication/multimedia-journalism/multimedia-journalism-ba/>)

Curriculum

Code	Title	Hours
Required Courses		
COMM 175	Introduction to Communication	3
COMM 220	Introduction to Rhetoric	3
COMM 227	Social Justice & Public Communication	3
COMM 230	Argumentation & Advocacy	3
COMM 236	Persuasive Presentations	3
COMM 268	Persuasion	3
Elective Courses (p.)		
Select one of the following:		
COMM 215	Ethics & Communication	
COMM 231	Conflict Management and Communication	
COMM 281	Communication, Language & Gender ¹	
COMM 306	Environmental Communication & Advocacy	
COMM 307	Communication & Social Movements	
Total Hours		21

¹ Satisfies Engaged Learning (<https://catalog.luc.edu/undergraduate/university-requirements/engaged-learning/>) requirement.

Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their advisor for assistance with course selection.

Course	Title	Hours
Sophomore		
Fall		
COMM 175	Introduction to Communication	3
		Hours
		3
Spring		
COMM 227	Social Justice and Public Communication	3
		Hours
		3
Junior		
Fall		
COMM 220	Introduction to Rhetoric	3
COMM 230	Argumentation & Advocacy	3
		Hours
		6
Spring		
COMM 236	Persuasive Presentations	3
		Hours
		3
Senior		
Fall		
COMM 268	Persuasion	3
		Hours
		3
Spring		
Minor Elective		3
		Hours
		3
		Total Hours
		21

Learning Outcomes

- Understand the role that communication plays in upholding, changing or transforming social hierarchies, institutions, and identities.
- Select and use various communication strategies (including persuasion, argumentation, conflict management, negotiation, and mediation) leading to ethical social change.
- Use communication skills and knowledge to create, define, analyze, interpret, and critique messages, texts, campaigns, and projects.
- Demonstrate effectiveness as rhetors, critics and decision makers.
- Serve the needs of diverse groups, communities and organizations which strive for equity, diversity, inclusion, and social justice.