



ORIGINAL COURSE IMPLEMENTATION DATE: September 2000
 REVISED COURSE IMPLEMENTATION DATE: January 2018
 COURSE TO BE REVIEWED: (six years after UEC approval) September 2023
 Course outline form version: 09/15/14

OFFICIAL UNDERGRADUATE CROSS-LISTED COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: ENGL 385		Number of Credits: 3 Course credit policy (105)	
Course Full Title: Language as Persuasion: Communication Theory in Action Course Short Title (if title exceeds 30 characters): CMNS Theory in Action			
Faculty: Faculty of Humanities		Department (or program if no department): Communications	
Official Course Outline: This is a cross-listed course. Please refer to CMNS 385 for the official course outline.			
Calendar Description: Students will analyze the ways language is persuasive in the world around them. Students are introduced to a variety of communications/rhetorical theories and will use them to analyze the means of persuasion in diverse contemporary contexts such as advertising, social media, graffiti, and social movements. This course is offered as CMNS 385 and ENGL 385. Students may take only one of these for credit.			
Prerequisites (or NONE):		60 university-level credits, including one 200-level CMNS, ENGL, MACS, or PHIL course.	
Corequisites (if applicable, or NONE):			
Pre/corequisites (if applicable, or NONE):			
Equivalent Courses (cannot be taken for additional credit) Former course code/number: Cross-listed with: CMNS 385 Equivalent course(s): CMNS 385 <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Transfer Credit Transfer credit already exists: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .	
Department / Program Head or Director: Lynn Kirkland Harvey		Date approved: April 28, 2017	
Faculty Council approval		Date of posting: September 15, 2017	
Campus-Wide Consultation (CWC)		Date approved: June 2, 2017	
Dean/Associate VP: Jacqueline Nolte		Date approved: June 2, 2017	
Undergraduate Education Committee (UEC) approval		Date of meeting: September 29, 2017	