

## CVA Course Offerings

Fall 2025

### Selected Electives

CMNS 3500 - 01	Pre-reqs: 45 credits (any discipline)	ST: Language and Power Clarity, Accessibility, and Persuasion in Health Messaging	
		<p>Students thinking of pursuing a career within health organizations such as Interior Health would benefit from this new, special public relations-related course taught by Chris Adam.</p> <p>This course applies Systemic Functional Linguistics (SFL) to health communication, from clinical encounters with health professionals, to public health campaigns, to controversial health claims. A key focus will be analyzing language's social and cultural functions, exploring how language choices persuade, mislead, or build trust. Students will analyze authentic texts and develop communication strategies grounded in SFL theory.</p>	

CMNS3700	Pre-reqs: 45 credits (any discipline)	ST: Creative Exploration in Generative Artificial Intelligence	
		<p>Back by popular demand, Twyla Exner's hands-on, creative GenAI course where students sample and critique several GenAI platforms. This groundbreaking course has served as a model for other creative GenAI courses in Canadian and US institutions. Exner's background is in visual arts but this course will engage with an array of creative practices.</p> <p>In this course, students will consider how generative artificial intelligence (AI) affect contemporary creative practices. Through the examination of current media, students will learn about the history of generative AI, contemplate the ethical and critical questions around the development and use of AI, and consider the impacts of generative AI on creative practices. This course will be a mix of critical thinking/reflecting and hands-on experiential approaches to learning about generative AI. Students will experiment with various generative AI platforms</p>	

		and propose projects that engage with their own creative interests and practices.
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CMNS 3510	45 credits (any discipline)	Intercultural and Cross-Cultural Communication
		<p>This course on intercultural communication meets the Intercultural Awareness ILO, and gives students a strong, hands-on foundation in communicating using culturally-aware practices. Essential for anyone looking to sharpen their communication skills in preparation for diverse workplaces.</p> <p>Students examine the way culture shapes communication practices, and focus on the issues that arise within organizations when individuals from different cultural perspectives attempt to work together. Students also investigate the ways in which different cultures interact in practice.</p>

JOUR3540	JOUR 2200 and 45 credits (any discipline)	Feature Writing
		<p>This course, taught by Jenn Chrumka of the CBC and The Globe and Mail, explores long form journalistic writing and the development of a writing practice with the goals of publication.</p> <p>Appropriate for any student who will use narrative writing in their professional life or is curious about developing skills in freelance writing, this course is highly recommended for PR and Journalism students. Chrumka prioritizes experiential and professional learning, and her 24-25 classes had coursework published in the Guardian, the Wren, and the CBC, as well as featured in an installation at the Kamloops Art Gallery.</p>

### Complete CVA Course List Fall 2025

CMNS	1100 Principle of Communication Design
CMNS	1160 Introduction to Communication

CMNS	1250 Strategic Writing for Communication
CMNS	1290 Introduction to Professional Writing
CMNS	1500 Digital Photography
CMNS	2150 Collective and Connective Indigenous Voices
CMNS	2160 Mass Communication and the Popular Culture Industry
CMNS	2180 Social Networks, Online Identities and Internet Memes
CMNS	2290 Technical Communication
CMNS	2450 Introduction to Graphic Design
CMNS	3000 Research Methods in Communication
CMNS	3210 Digital Communities
CMNS	3240 Advanced Professional Communication
CMNS	3450 Applied Graphic Design
CMNS	3500 ST: Language and Power: Clarity, Accessibility and Persuasion in Health Messaging
CMNS	3510 Intercultural and Cross-Cultural Communication
CMNS	3800 Communication and New Media
CMNS	4530 Organizational Communications
CMNS	2550 Introduction to Public Relations
CMNS	3700 Selected Topics: Creative Exploration in Generative Artificial Intelligence
FILM	1180 Introduction to Cinematic and Interactive Narrative
FILM	2200 Introduction to Film Studies 1938-Present
JOUR	2020 Media Theory and History
JOUR	2060 Introduction to Multimedia Storytelling
JOUR	3520 Journalism Research Methods
JOUR	3540 Feature Writing
JOUR	3980 Professional Internship
SPEE	1500 Speech Communications
VISA	1010 2D Creative Design: Thinking and Making
VISA	1030 3D Foundation (Studio)
VISA	1110 History of Art 1
VISA	1210 Drawing 1 (Studio)
VISA	1500 Introduction to Visual Culture
VISA	2210 Drawing 3 (Studio)
VISA	2510 Printmaking: Screen-Printing 1
VISA	2530 Printmaking: Relief-Printing (Studio)
VISA	2610 Painting 1
VISA	2710 Introduction to Photography

VISA	3310 Sculpture/Intermedia (Studio)
VISA	3710 Photography 3 (Studio)
VISA	3830 ST: Painterly Printmaking
VISA	4910 Graduating Studio
VISA	4990 Graduating Seminar