



# DISCOVER THE WORLD OF COMMUNICATION 2020



## Innovative Summer Program for High School Students:

American University's School of Communication's Discover the World of Communication program offers two to four-week professional hands-on non-credit classes in the nation's capital. A 1-credit online Public Speaking course that occurs after Discover the World of Communication can enhance and complete the summer experience. In 2019, high school students from 19 countries, 2 territories, and 35 states, participated in Discover the World of Communication.

## About the School of Communication:

American University's School of Communication is a laboratory for professional education, communication research, and innovative production in the fields of journalism, film and media arts, and public communication. Students get experience working across media platforms with a focus on public affairs and service.

## Discover the World of Communication:

Discover the World of Communication is open to high school students ages 14–19. Classes are taught by American University School of Communication faculty as well as experts and professionals in their fields. Activities, guest speakers, events, and field trips occur regularly throughout the program. Past trips include a Washington Post editorial meeting, attendance and interviews at professional sporting events MLB, WNBA, and MLS, behind-the-scenes visits to NBC, ABC, and CBS, interviews at National Public Radio, Voice of America, and Smithsonian Museums.

- **Film:** Focus on Photography I/II, Scriptwriting and Video Production, Acting and Directing for the Camera, Documentary Filmmaking, Screenwriting & the Hollywood Three-Act Structure, Sports Photography, Advanced Photography, Graphic Design, Animation, and Environmental and Advanced Filmmaking. Work hand-in-hand with Emmy, Oscar, and Sundance award-winning faculty, as well as faculty from the Centers for Social Media and Environmental Filmmaking. American University's film program, one of the first programs in the country, began nearly 40 years ago and is ranked in the top 12 by Hollywood Reporter.

- **Public Communication:** We teach strategic thinking and how it shapes advocacy and communication in every field from politics to business, entertainment to health, social causes to international issues. We empower students with the tools and insights to shape the future of social media. Enroll in a course on Entertainment Communication, Public Speaking and Leadership, Podcasting 101, Public Relations, Sports Management and Marketing, The Good, The Bad & The Ugly Films, and International Communication.

- **Print and Broadcast Journalism:** Converging media. Online journalism. We are on the cutting edge of mastering these concepts to prepare students for the newsroom of the future: working across media platforms as a digital journalist. We offer coursework in Professional Newswriting, Sportswriting and Broadcasting, Broadcast Journalism, Flash Fiction Writing, Investigative Reporting, and Newspaper/Yearbook.



## College Credit through Discover the World Online: *Public Speaking*

Public Speaking is a critical component of successful leaders. In today's world, the ability to present one's thoughts clearly is key to success. Whether one chooses to become a doctor, lawyer or teacher, join the Peace Corps or work in a Fortune 500 company, understanding the value of storytelling and public speaking will differentiate one from one's colleagues and peers. The focus of this course will be on preparation, examination, organization, and delivery aspects of public speaking. The skills students build will also be applicable to other areas of the students' life. After the DWC campus experience, students will participate in the course via AU's online platform: Blackboard. Students will utilize multimedia and interactive approaches to learning – including short online lectures, viewing and analyzing speeches and presentations, writing, recording, viewing and critiquing the speeches students give and uploading them to Blackboard. *Special Tuition Rate \$850.00*

### Why the School of Communication?

- **Faculty:** More than a dozen faculty members have extensive international experience as journalists, photojournalists, and documentary filmmakers as well as consultants in public diplomacy, human rights, online media, and investigative journalism.
- **Students:** The School of Communication has approximately 15% international students each academic year.

• **Special Centers:** The School of Communication's Center for Social Media is the intellectual hub for the Ford Foundation's five-year, \$50 million effort to rethink public media, while the Cent for Environmental Filmmaking gives students a chance to work on professional productions for the Smithsonian, U.S. Park Service, and other organizations. The School of Communication's Investigative Reporting Workshop is the only university research center in the world examining new models for enabling and disseminating investigative reporting. It serves as a laboratory "incubator" to develop new economic models and techniques for conducting and delivering investigative journalism. The Foreign Correspondence Network's mission is to help students contribute to the free flow of information and to participate in the international dialogue that is foreign correspondence.



**Accreditation:** The School of Communication's journalism and public communication programs are recognized by the Accrediting Council on Education in Journalism and Mass Communication. Its film program is one of only 15 in the United States invited to join CILECT, the International Association of Film and Television Schools.

### International Characteristics:

Several School of Communication faculty work extensively in international areas: Joe Campbell (Journalism, former AP foreign correspondent); Bill Gentile (photo and video journalist, covering conflicts in Nicaragua, Iraq, and Afghanistan); Rhonda Zaharna (Public Diplomacy); Brigid Maher (filmmaker completing work featuring female Muslim clerics); and, Leena Jayaswal (photographer and filmmaker who has documented the lives of women in India).

### Cost of Attendance in Discover the World of Communication:

Each class is approximately \$800. Students typically participate in two classes per session (total \$1,600). Housing, dining, metro fare, after hours, and weekend program activities fee is \$1,900 per session. Total price for a two-week session is \$3,500. The add-on 1 college credit online Public Speaking course is offered at a reduced American University Tuition Rate of \$850.00. An up-to-date list of course offerings and additional information can be found at [www.american.edu/soc/discover](http://www.american.edu/soc/discover).

### For More Information:

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