

CSK 3205: THE VIABILITY AND IMPACT OF COMMUNICATION

This course teaches the fundamental thinking skills necessary for critical evaluation of research based arguments, especially those based on quantitative information. The course introduces generic, logical and statistical concepts through analysis and discussion of specific case studies (e.g. health and business, opinion polls), research for the media (e.g. media violence) and research for the media (e.g. audience research) students' logical and quantitative reasoning skills are improved through a variety of "hand on" exercise and projects.