Course Descriptions

(To interpret course descriptions, see page 23.)

Communication Studies (COMS)

Undergraduate Courses

1300. [SPCH 1311] Introduction to Communication Studies (3). A broad-based introduction to the field of communication studies, covering the major content areas in the discipline. Required for the minor.


2300. [SPCH 1315] Public Speaking (3). Equips students with the skills necessary for successful public speaking. Students will learn to prepare and deliver effective presentations, adapt to various audiences, and adjust to different speaking contexts. Emphasizes the application of public speaking theory. Fulfills core Communication (Oral) requirement. Required for all majors and minors.

2310. Communication and Popular Culture (3). Historically examines the social influence of U.S. popular culture from the 1960s to today, paying particular attention to the meanings communicated and the ideologies conveyed.

2350. Introduction to Communication Disorders (3). Explores the range and types of communication disorders and examines their impact on an individual's psychological, social, emotional, cultural, and educational status. Does not count toward COMS major credit.

2358. Business and Professional Communication (3). Basic business and organizational communication principles applied to the communication needs of the professional. Practice in the construction and delivery of the various types of business and workplace presentations and participation in interviews and group discussions. Fulfills core Communication (Oral) requirement.

3102. Forensic Activities (1). Offers students the opportunity to receive credit for extensive participation in forensic activities. May be repeated up to 4 semester hours; 2 semester hours may be applied toward communication studies major.

3301. Communication Theory (3). Analysis and critique of communication theories in social-scientific, empiricist, interpretive, and humanistic research traditions. Required for all communication studies majors and minors. (Writing Intensive)

3302. Communication Research (3). Critique and application of research methods in communication studies research projects. Required for all communication studies majors. (Writing Intensive)

3310. Rhetoric in Western Thought (3). Explores theories of rhetoric from ancient Greece to present day. Students examine how rhetoric affects, and is affected by, individual and cultural understandings of truth and reality claims, ethics, justice, and power. Required for all majors.

3313. Persuasion (3). Analyzes representative theories and models of persuasive processes and their implications for communication behavior. Includes theories of public, interpersonal, and mass communication.

3314. Argumentation and Debate (3). Surveys the evolution of argumentation with emphasis on modern viewpoints and application of theory to selected controversies.

3315. Political Campaign Communication (3). Studies the strategies of communication and persuasion in American political campaigns, focusing on campaigns currently in progress.

3319. Persuasion and Social Movements (3). Studies the role of persuasion in social movements, both historical and contemporary. Analyzes the various persuasive strategies employed as social movements evolve.

B.A. in Communication Studies: Sample Curriculum

FIRST YEAR

Fall

COMS 1300, Intro. to Mass. Comm. 3
ENGL 1301, Essentials of Coll. Rhetoric 3
American History† 3
POLS 1301, American Govt. Org. 3
Life and Physical Sciences* 4
TOTAL 16

Spring

COMS 1301, Interpersonal Commun.† 3
ENGL 1302, Advanced College Rhetoric 3
American History† 3
POLS 1301, American History† 3
POLS 2302, American Public Policy 3
TOTAL 15

SECOND YEAR

Fall

COMS 2300, Public Speaking‡ 3
MATH 1331 or 2300 or 2345 § 3
ENGL 2300-level Literature 3
Foreign Language§ 5
Creative Arts* 3
TOTAL 16

Spring

MATH 1331 or 2300 or 2345 § 3
ECO 2305, Principles of Economics** 3
ENGL 2300-level Lit. or Intro. Tech. Writing 3
Foreign Language§ 5
Creative Arts* 4
TOTAL 16

THIRD YEAR

Fall

COMS 3331, Nonverbal Communication 3
COMS 3332, Communication Research 3
COMS Junior/Senior Elective 3
MCOM 3300, Mass Media Theor. & Soc. 3
Foreign Language§ 3
Any Junior/Senior Elective 3
TOTAL 15

Spring

COMS 3310, Rhetoric in West. Thought 3
COMS Junior/Senior Elective 3
Any Junior/Senior Elective 3
Any Junior/Senior Elective 3
Any- Level Elective 3
Any-Level Elective 3
TOTAL 15

FOURTH YEAR

Fall

MATH 2300, Mass Media Theor. & Soc. 3
MCOM 3320, Mass. Comm. Law 3
Any Junior/Senior Elective 3
Any Junior/Senior Elective 3
Any-Level Elective 3
Any-Level Elective 3
TOTAL 13

Spring

COMS Junior/Senior Elective 3
COMS Junior/Senior Elective 3
COMS Junior/Senior Elective 3
Any Junior/Senior Elective 3
Any Junior/Senior Elective 3
Any-Level Elective 3
Any-Level Elective 3
TOTAL 13

TOTAL HOURS: 120

This sample course sequence applies only if the student enters the department as a freshman.

* Select from the university's core curriculum.
† Meets core requirement for Social and Behavioral Sciences.
‡ Meets core requirement for Oral Communication.
§ See the college requirements for foreign language.
†† Choose from the university's multicultural requirement list. Choose a course that also fulfills the core Language, Philosophy, and Culture requirement.

Graduate Program

For information on graduate programs offered by the Department of Communication Studies, visit the Graduate School section of the catalog on page 150.