

COMMUNICATION

Students of communication examine how people communicate to form relationships and create communities, whether in face-to-face interactions, groups, or large organizations, formally or informally, with friends, family, colleagues, clients, or strangers. Courses combine theoretical background and practical application. Students develop their abilities to articulate ideas, to adapt appropriately to a variety of situations, and to critically assess the communication of others.

Being a responsible communicator is crucial for personal interactions and is part of being a responsible member of our society. This minor is an excellent supplement to a variety of career choices, such as public relations, human relations, business administration, advertising, government, social services, education, community relations, journalism, and more, including advanced study in graduate or law school.

MINOR IN COMMUNICATION (18 credits)

REQUIRED: Two courses (6 credits)

110 Introduction to Communication

114 Public Speaking

Choose any additional 12 credits from COM, or 9 credits from COM and 3 credits from MC or THR.

COURSE DESCRIPTIONS

110. Introduction to Communication

3 credits

This course will introduce the student to all facets of study within the communication discipline. Specifically, this course will survey various types of communication including intrapersonal, interpersonal, nonverbal, small group, intercultural, and cross-cultural communication, rhetoric, public speaking, mass communication, computer-mediated communication, and specialized areas such as health, family, and business communication.

114. Public Speaking

3 credits

A study of the types and modes of public address. Practice in speech preparation and presentation. The student delivers between five and eight speeches during the semester.

222. Group Discussion

3 credits

The content and methodology of participation and leadership in group problem-solving activities. **Prerequisite: Core 1.**

224. Interpersonal Communication

3 credits

The study of communication as a method and process of exchanging meaning on both the interpersonal and intrapersonal levels of information; the analysis and application of structured and unstructured systems of communications. **Prerequisite: Core 1.**

243. Persuasion**3 credits**

Critical evaluation of the major principles and techniques of persuasion as they relate to public address and informal discussion. **Prerequisite: Core 2.**

255. Independent Study**1-3 credits****260. Topics in Communication****3 credits**

This course is flexible in content with its focus determined by student and faculty interest, current trends, and departmental needs.

233. Argumentation and Debate (POL 323)**3 credits**

The study of argumentation techniques used in formal and content debating, preparation of the brief, strategy, use of evidence, affirmative and negative structure on current and national issues. **Prerequisite: Core 4.**

342. Intercultural Communication**3 credits**

This course is based on the idea that a culture's communication reflects the beliefs, attitudes and values of that culture. The reverse is also true, that the communication influences the culture. "Culture" is defined broadly to include nationality, ethnic background, gender, age, and other groups. The course focuses on the communication between two or more people of different cultures, examining verbal and nonverbal codes, world view, belief-attitude-value structures, and perceived intention of the communicators. **Prerequisite: Core 4.**

344. Organizational Communication**3 credits**

An overview of the process of communication within organizations. Specifically, attention will be given to the functional and cultural perspectives of organizational communication. Course content includes a discussion of informational flow, vertical and horizontal communication, linking pins, communication climate, systems theory, storytelling, and communication audits. Emphasis is placed on understanding the theoretical principles and applying them to common organizational situations. **Prerequisite: Core 2.**

352. Public Relations**3 credits**

This is an introductory course designed to provide an overview of the theoretical and practical foundations of public relations. Included is a discussion of organizational attitudes, public opinion, research, persuasive strategies, and image formation. In addition, students are exposed to the concepts of campaign construction, audience selection, media placement, and evaluation. A final project requires a synthesis of ideas into a comprehensive public relations campaign.

353. Survey of Rhetorical Theory**3 credits**

This course is a broad survey of rhetorical theory from the early Sophists to modern rhetoricians. Rhetorical theory will be examined, considering how it has been conceptualized and practiced throughout recorded time. **Prerequisite: Core 4 and COM 110.**

360. Topics in Communication**3 credits****490. Internship in Communication****3 credits**

Available to qualified students. Participants will work in College-approved off-campus internship programs to demonstrate and build upon student's communication skills with applied practical experience, such as in organizations, intercultural settings, etc.

Prerequisite: Core 4 and consent of instructor.



Members of the Columbian Players perform a scene from one of the semester productions