

# Communication

Communication is the study of human symbolic behavior and combines the study of theory, methods and application. In addition to helping students learn to impart information and ideas more effectively, communication courses teach students how to analyze a wide range of communicative situations that people experience, including interpersonal, intercultural, organizational, instructional, mediated, rhetorical/public, and small group.

## Concentration Requirements

Communication Theory and Philosophy such as: 9 cr

- Communication Theory
- Mass Media and Society
- Theories of Human Communication
- Sociology of Communication
- Communication Ethics
- Public Opinion
- Introduction to/History of Mass Media
- Public Speaking (Speech Communication)
- Intercultural Communication
- Persuasion Theory
- Interpersonal Communication
- Semantics
- Group Communication (not Psychology)
- Intro-Language and Communication Development

Communication Methods/Approaches such as: 3 cr

- Communication Research
- Research Design
- Essentials of Oral Interpretation
- Media Campaigns
- Quantitative Methods
- Media Criticism
- COM 326: Organizational Communication (not Business)
- Media Literacy
- Research Methods for the Behavioral Sciences

Applied Communication such as: 6 cr

- Advertising
- Argumentation
- Communication Law
- Communication Strategy
- Educational Media
- Journalism
- Print Editing
- Public Relations
- Radio/TV/Film/Broadcasting
- Scriptwriting

Elective credits in the following areas\*: 15 cr

- Communication
- Speech
- Speech pathology

COM 499: Capstone 3 cr

\*Up to 9 of these credits can be in appropriate sociology and/or psychology subjects

Students who wish to specialize within the concentration must complete at least 12 of the required 36 credits in the concentration in one of four areas: print media, visual media, promotional or organizational communication.

## **Student Learning Outcomes**

Students who graduate with a concentration in Communication will be able to:

1. write and speak with clarity of thought;
2. explain communication events from multiple perspectives;
3. explain the multicultural character of communication in contemporary society;
4. articulate a broad knowledge of communication theory and research;
5. apply their knowledge of communication theory and research within a focused domain of communication;
6. demonstrate an advanced level of key communication skills in argumentation and reasoning, and the analysis and use of evidence, persuasion and oral presentations; and
7. explain how ethical responsibility applies to all forms of communication.