

Department of Communication Studies

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www.finearts.txstate.edu/commstudies

DEGREE PROGRAMS OFFERED

BA, major in Communication Studies

BA, major in Communication Studies (with Teacher Certification)

MINORS OFFERED

Communication Studies

Leadership Studies

Political Communication

Communication studies examines the creation, expression, and analysis of messages and of message impact. Communication studies students investigate communication processes within and among individuals, groups, organizations, and societies. They explore verbal and nonverbal communication, organizational and business communication, rhetoric and criticism, argumentation and persuasion, and communication technology.

Communication studies majors learn principles and practical skills useful for careers in business, industry, government, non-profit organizations, social services, and education. Graduates enter such professions as law, business, public relations, human resources, training and development, marketing and sales, public administration, politics, and ministry.

Bachelor of Arts

Major in Communication Studies

Minimum required: 120 semester hours

A major in communication studies requires completion of a minimum of 33 semester hours in communication studies. Majors must complete at least fifteen semester hours at the 3000-4000 level. All communication studies majors must declare an official minor. See the Degrees and Programs section of this catalog. All BA students are required to complete the University College general education core curriculum and BA degree requirements.

Special Requirements

1. General education core curriculum options should be discussed with your academic advisor. Requirements and choices are listed in the University College section.
2. In addition to the core curriculum requirements, the Bachelor of Arts degree requires three additional hours of English literature, three hours of math/science/logic/computer science courses, and six hours of 2000-level modern language courses.
3. Any student admitted to Texas State may declare and be admitted to the program under the temporary status called pre-communication studies. With this status, students may enroll in the following communication courses, COMM

1310, 2315, 2330, and 2338. Once a student has accumulated at least 45 hours and has a Texas State GPA of at least 2.50, the student may then declare a major in Communication Studies. Only students admitted to the major will be able to register for additional upper level courses.

Communication Studies Major

A major in Communication Studies is designed to prepare students for a variety of careers including business, public service, the ministry, education, law and other professions. A Communication Studies major provides maximum flexibility in helping students achieve their personal and professional goals.

All Communication Studies majors are required to take the following six courses which constitute the core of the major:

- COMM 1310 Fundamentals of Human Communication
- COMM 2315 Interpersonal Communication
- COMM 2330 Small Group Communication
- COMM 2338 Public Speaking
- COMM 3301 Communication Research Methods and Theory
- COMM 3302 Rhetorical Criticism

The remaining five courses that complete the major, four of which must be upper-level courses, are selected from a variety of course offerings. Students may select their five elective courses from a full range of courses that reflect a variety of communication contexts, methodological approaches, and areas of concentration. For example, students may wish to select courses from organizational communication and interpersonal communication, as well as public communication and rhetorical studies.

Some students may wish to concentrate on a particular area of communication study. Although there is no required sequence of courses for any single concentration, the following areas of concentration are provided as a general guide to assist students in providing a focal point for their communication study.

Interpersonal Communication

Courses that focus on interpersonal communication are designed to provide students with skills and knowledge to pursue a variety of career goals that involve interpersonal interactions with others. This concentration of courses is appropriate for students seeking careers in business, non-profit organizations, sales, public relations, customer service, counseling, hospitality services (e.g. travel or hotel industry) or other careers or professions which emphasize effective human relationship skills. In addition to the six core courses, students may wish to select from the following courses: COMM 3325, 3326, 3328, 3329, 3330, and 4331.

Organizational Communication

Courses that focus on organizational communication are designed to enhance the student's marketability in careers requiring skills in the management of human relationships and communication flow within contemporary business, public service, non-profit, and professional organizations. Students interested in organizational communication may wish to select from the following courses: 3319, 3325, 3329, 3330, 3358, 4324, 4329, 4331, 4347, and 4390.

Persuasive Communication

The specialization in persuasive communication emphasizes study in rhetoric, public address, and argumentation. This concentration is appropriate for students planning careers in business and industry, non-profit organizations, sales and marketing, the ministry, law, politics or other careers in which persuasion, rhetorical, and analytical skills are important. Students interested in persuasive communication may select from the following courses: COMM 3345, 3334, 4307, 4321, 4322, 4323, 4324, 4331, 4338, and 4345.

Application may be made to the departmental internship committee for permission to enroll in COMM 4390. A 2.75 GPA (3.0 preferred), senior status, and completion of at least 21 hours of communication studies courses are usually required. An internship will afford the student an opportunity to work in a communication related role in an organization and apply that work experience to communication theories, principles, skills, and strategies learned in communication studies courses. Normally the student will be expected to work on the job for approximately 100 clock hours, complete a research project, and submit an analytical journal for 3 semester hours of academic credit.

Teacher Certification

Students seeking secondary teacher certification follow the general communication studies specialization. In addition to the required courses in the major (COMM 1310, 2315, 2330, 2338, 3301 and 3302) they must take COMM 2326, 3345, 4310, 4320 and one 3-hour upper division COMM elective course.

Minor in Communication Studies

A minor in Communication Studies requires 21 hours, including COMM 1310, 2315, 2330, and 2338 and 9 hours of COMM electives; 3 of which must be advanced. COMM 2111 and 4111 will not be counted toward the minor.

A Second Teaching Field in Communication Studies requires 27 hours including: COMM 1310, 2315, 2330, 2338, 2326, 3345, 4310, 4320 and 3 hours of COMM electives.

Minor in Leadership Studies

A minor in Leadership Studies is interdisciplinary and requires 21 hours, including courses from the following departments: Communication Studies, Management, Agriculture, Philosophy, Aerospace Studies, Psychology, and Health Administration. The three required core courses are COMM 2315, 4347, and PHIL 3322. In addition, students select two courses (6 hours) which emphasize leadership skill development and two courses (6 hours) which provide a theoretical or conceptual approach to leadership. All students in this minor will be advised by the Department of Communication Studies. Students entering the program will be contacted by the department and will be required to see an advisor before selecting elective courses.

- Core Courses: COMM 2315, 4347; PHIL 3322
- Two Courses: 6 hours from COMM 3345, 2330, 2338, 3325; MGT 3353
- Two Courses: 6 hours from COMM 3319, 4331, 4390; HA 2310, 3324; PSY 3331, 3333; MGT 3303; AS 3311, 3312

If a student elects a minor in Leadership Studies, no COMM or other course from the listed discipline may count both for a major and a minor.

Minor in Political Communication

A minor in Political Communication addresses a variety of theories, principles, and skills related to the political communication process. The minor is designed for students interested in law, politics, public administration, public policy, or other professions related to issues and ideas in a political communication context.

A minor in Political Communication requires 24 hours, which includes 12 hours from the Department of Communication Studies and 12 hours from the selected courses from the Department of Political Science.

All students minoring in Political Communication are required to take COMM 4345. The remaining nine hours from the Department of Communication Studies must be selected from the following COMM courses: 3345, 2338, 3302, 4307, 4321, 4322, 4324, 4323, 4331, or 4338.

The 12 hours selected from the Department of Political Science should be taken from the following POSI courses in groups:

1. 3 hours from: 3331, 3332, 3333, 3334.
2. 3 hours from: 3305, 3306, 3307, 3310, 3311, 3312, 3314, 4301, 4302, 4322, 4331, 4336, or 4345.
3. 3 hours from: 3308, 3309, 4311.
4. 3 hours from: 4313, 4314, 4315, 4326, 4327, 4338, 4340, 4341, 4349, 4350, 4351, 4357, 4358, 4359, or 4340.

If a student elects to minor in either communication studies or political science, no COMM or POSI course may count both for a major and a minor.

Courses in Communication Studies (COMM)

- 1310 (SPCH 1311) Fundamentals of Human Communication. (3-0)
This course examines the speaking and listening principles and techniques that are fundamental for every aspect of human communication. The course develops basic verbal and nonverbal communication skills and knowledge in three specific contexts: interpersonal, small group, and public speaking. (MC)
- 1340 (SPCH 1342) Voice and Diction. (3-2) The human voice and the sounds of speech. The student's own voice and pronunciation will be the primary concern, using practice sessions to develop more acceptable patterns of voice and sounds. Prerequisite: COMM 1310.
- 2111 (SPCH 1144, 1145, 2144, & 2145) Speech and Drama Activities. (1-1) A course designed to provide credit for participation in communication studies and theatre activities. May be repeated for a total four credits in communication studies and four credits in theatre. May be repeated with different emphasis for additional credit.
- 2315 (SPCH 1318) An Introduction to Interpersonal Communication. (3-0) An introduction to materials exploring face-to-face communication and relational development. Emphasis on conceptual foundations, personal growth and skill enhancement. Prerequisite: COMM 1310.

- 2326 Interpretive Reading. (3-0) A study of the techniques of the oral interpretation of literature with an emphasis on performance. Prerequisite: COMM 1310.
- 2330 (SPCH 2333) Small Group Communication. (3-0) A study of communication in the small group, including analysis of the influence of group structure, teambuilding, norms, roles, leadership, and climate on group process. Special emphasis on problem-solving discussion. Prerequisite: COMM 1310.
- 2338 (SPCH 1315) Public Speaking. (3-0) This course helps the student to develop personal speaking skills and introduces principles of contemporary types of speeches. Prerequisite: COMM 1310.
- 3301 Communication Research Methods and Theory. (3-0) An analysis of communication as a behavioral science with emphasis on quantitative research. Focuses on the student as a consumer of communication research. Explores the interdisciplinary nature of human communication as well as the resulting theory and principles. Prerequisite: COMM 2315 or 2330.
- 3302 Rhetorical Criticism. (3-0) Exploration and application of methods of analysis and evaluation of rhetorical discourse. Emphasis on developing critical research and writing skills. Students should complete COMM 3333 before enrolling in other advanced rhetorical studies courses. Prerequisite: COMM 2338.
- 3318 Studies in Human Communication. (3-0) This series of courses presents a variety of topics associated with communication theory and provides an application of communication principles in contemporary contexts. Consult the department chair for the most recent additions. Prerequisite: Full major or minor status.
- 3318J Communication in Health Organizations. (3-0) This course examines the delivery and exchange of messages within health organizations. Specific communication contexts to be emphasized will include interpersonal conflict, negotiating, communication networks, communication environments, virtual systems of communication, channel/media selection strategies, communication climate, communities of practice, public relations communication campaigns, and organizational crisis management. Prerequisite: COMM 2315 or 2330 or 2338.
- 3318K Diversity and Communication. (3-0) This course will examine various styles of formal and informal communication and how to build awareness and understanding of diversity. It will address diversity issues stemming from similarities and differences in social characteristics such as age, gender, race, and sexual orientation. It will address how society communicates about issues related to diversity. Prerequisites: COMM 2315 or 2330 or 2338.
- 3318L Relational Communication. (3-0) A study of communication in human relationships.
- 3318M Intercultural Communication in the Americas. (3-0) This course explores principles and practices of intercultural communication with specific applications to North and South America.
- 3318N Communication Theory (3-0) This course examines the assumptions embedded in and influencing current and past communication theories. How communication theory “creates” concepts of self and knowledge is discussed. Ethical dimensions of theory and method are considered and examination of the components of theories, their value and ways of classifying them. Emphasis is placed on being critical of the application and use of theory. Activities and assignments will stress the necessity for reading what others have to say on daily matters of communication, as well as assessing the quality of material available to the scholar.
- 3319 Introduction to Organizational Communication. (3-0) Examines contemporary research about the influence of communication on the organization. Prepares the student to understand and manage communication processes in organizations. Prerequisites: COMM 2315 or 2330; Full major or minor status.
- 3325 Communication and Conflict Management. (3-0) Demonstrates the ways communication skills can be used to manage conflict. The class also provides an analytic framework for diagnosing conflict, negotiation, and mediation. Prerequisites: COMM 2315 or 2330 or permission of instructor; Full major or minor status. (WI)
- 3326 Family Communication. (3-0) A study of the theory and research exploring the family communication process in a variety of family types. Prerequisites: COMM 2315; Full major or minor status. (WI)
- 3328 Communication and Gender. (3-0) Investigates the interactive nature of communication and gender, the creation of gender identities, and the role of gender and communication in a variety of settings. See ANTH 3350. Prerequisites: COMM 2315; Full major or minor status. (MC) (WI)
- 3329 Intercultural Communication. (3-0) Presents theory and application of communication skills for a culturally diverse world. Develops verbal and nonverbal abilities in social and professional intercultural contexts. Prerequisites: COMM 2315, 2330, or 2338; Full major or minor status. (MC)
- 3330 Nonverbal Communication. (3-0) Introduces the conceptual foundations of nonverbal communication. Theoretical components, research methods and applications of nonverbal communication are also explored in a variety of contexts. Prerequisites: COMM 2315; Full major or minor status.
- 3345 Argumentation and Debate. (3-0) A study of basic principles of argumentation emphasizing analysis, evidence, reasoning, and refutation and their applications in formal and informal debate contexts. Students will do laboratory work with the University forensics squad. Prerequisite: COMM 1310.
- 3358 Professional Communication. (3-0) Application of self-presentation and interaction concepts and skills to the transition from undergraduate studies to professional life, including job selection, resume preparation and presentation, interviewing, and interaction management in business and professional settings. Prerequisite: COMM 2315, 2330, or 2338.
- 4111 Practicum in Communication Studies. (0-1) On-the-job experience working with faculty to assist with the department missions of teaching, research or service. Students may work in the department communication lab, assist faculty in the classroom, serve as faculty research assistants or other academic support tasks. May be repeated one time for additional credit. Prerequisites: Senior class standing and permission of department chair; Full major or minor status.
- 4307 Media Criticism. (3-0) Explores the influence of media messages based upon communication and rhetorical theories in shaping perceptions and values. Focus is upon the rhetorical

- analysis of how the visual media of film and television communicate social, political, and personal attitudes and behaviors. Prerequisites: COMM 2338; Full major or minor status.
- 4310 **Methods of Teaching Communication Studies.** (3-0) A study of methods of teaching communication studies principles and skills for secondary school teachers. Prerequisites: Permission of instructor; Full major or minor status. (WI)
- 4315 **Directed Research in Communication Studies.** (3-0) Individual or group research projects at the advanced level that are not offered in the present curriculum. Permission and project approval must be obtained from the departmental chair prior to registration. May be repeated with different emphasis for additional credit. Prerequisites: Permission of instructor; Full major or minor status.
- 4320 **Directed Communication Studies and Theatre Activities.** (3-0) Designed to assist individuals to manage and implement programs in communication studies and theatre. The course includes practical experience in directing debate, plays, and individual events. Repeatable for credit with different emphasis. Prerequisites: COMM 3345 or permission of instructor; Full major or minor status.
- 4321 **American Speeches.** (3-0) Analysis and evaluation of major American speeches and their influence on the history and culture of the United States from 1630 to the present. Prerequisites: COMM 2338; Full major or minor status.
- 4322 **Rhetoric of Protest Movements.** (3-0) Explores the persuasive strategies used by protest and political movements to promote social and political change. Focuses upon the application of critical perspectives in understanding the stages, leadership styles, and rhetorical appeals characteristics of movements in American society. Prerequisites: COMM 2338; Full major or minor status. (MC)
- 4324 **Organizational Rhetoric.** (3-0) Guided by principles of rhetoric, students will investigate a variety of functions for internal and external audiences. Functions will include building identity; managing issues, impressions, and crisis; and influencing organizational culture. Students will use this knowledge to create and analyze organizational messages. Prerequisite: COMM 2338.
- 4325 **Communication and Technology.** (3-0) A course designed to focus on research and theories about the relationships between technology and communication behavior. Topics include how various forms of telephony, computer use, computer mediated communication, and broadcast media affect interpersonal, organizational, political, and intercultural communication. Prerequisite: COMM 2315, 2330, or 2338.
- 4326 **Health Communication.** (3-0) This course is intended to provide students with the practical knowledge and skills to help design, implement, and evaluate health communication campaigns and interventions. Prerequisite: COMM 2315, 2330, or 2338.
- 4329 **Communication Training and Human Resource Development.** (3-0) This course presents the principles and skills of developing and presenting communication training programs. An emphasis is placed upon applications of communication skill development, communication theory, and instructional communication research in organizational contexts. Prerequisites: COMM 2315, 2330, and 2338.
- 4331 **Persuasion.** (3-0) An investigation of rhetorical and behavioral theories of persuasion, the devising of persuasive campaigns, as well as the consumption and generation of persuasive messages in a variety of communication settings. Applicable for careers in business, law, and human relations. Prerequisites: COMM 2315 or 2338; Full major or minor status.
- 4338 **Advanced Public Speaking.** (3-0) In-depth critical analysis of speech construction and the development of presentation skills. Prerequisites: COMM 2338; Full major or minor status.
- 4345 **Political Communication.** (3-0) A study of historical and contemporary political campaigns in the United States analyzing management strategies, promotional techniques, and rhetorical messages. Prerequisites: COMM 2338; Full major or minor status.
- 4347 **Leadership and Communication.** (3-0) An advanced course in communication designed to examine in detail the phenomenon of leadership in groups and organizations. Various theories and approaches to leadership will be surveyed with an emphasis on applying leadership principles. Prerequisites: COMM 2330; Full major or minor status.
- 4390 **Communication Internship.** (0-6) Actual on-the-job experience in a communication-related role in an approved organization; requires permission of instructor, a minimum of 150 clock hours on the job, a written contract with the internship coordinator, and written research reports. Prerequisites: COMM 3319 or 4347 with a grade of B, and a full major or minor status. Students cannot gain more than three hours credit for COMM 4390.

School of Journalism and Mass Communication

Old Main 102

T: 512.245.2656 F: 512.245.7649

www.masscomm.txstate.edu

DEGREE PROGRAMS OFFERED

BA, major in Mass Communication

BA, major in Mass Communication-Advertising

BA, major in Mass Communication-Electronic Media

BA, major in Mass Communication-Journalism

BA, major in Mass Communication-Public Relations

MINORS OFFERED

Journalism

Mass Communication

The School of Journalism and Mass Communication is an ACEJMC accredited program that offers a curriculum that introduces students to the broad framework of mass communication, emphasizing what is common and fundamental to advertising, broadcasting, journalism and public relations.

The mission of the School of Journalism and Mass Communication is to pursue excellence. Our programs strive to cultivate strong professional, research, theoretical, critical and ethical skills in a diverse and engaging environment that prepares students to be