

Communication Arts

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Students enrolled in Communication Arts courses can expect to develop communication skills essential for leadership, corporate communication and crisis management. Students will learn how to advocate and critically debate ideas in social and political settings, to appreciate diverse communication styles, to work productively in task oriented groups, and to engage in rewarding interpersonal relationships.

The faculty and staff of Communication Arts are invested in the personal and academic growth of every student and we support individual success through quality teaching – both in the traditional and the digital classrooms – and opportunities for service learning, study abroad, internships and independent research.

In addition to our diverse course offerings, the nationally recognized FIU Debate Team, the Communication Arts Studio, the student chapter of TEDx FIU, the student chapter of Toastmasters FIU and the FIU chapter of Lambda Pi Eta, the national honor society for communication arts students, are all housed within the department.

Bachelor of Arts in Communication Arts

- **Knowledge Acquisition:** Students will be able to identify the crucial role communication plays in relationships and professional and civic contexts.
- **Critical thinking:** Students will be able to examine diverse points of view and reach well-reasoned conclusions, understand the ethical issues involved in the formation of decisions within the communication process, and analyze communication concepts and arguments.
- **Oral and written communication:** Students will be able to apply oral and written communication techniques to various aspects of their academic, social, and professional endeavors.
- **Technology:** Students will be able to effectively use communication technology and critically evaluate how technology affects communication.

Degree Program Hours: Minimum 120

Lower Division Preparation

Students are admitted directly to their chosen major at the University. Students are expected to make good progress based on critical indicators that include course completion and GPA requirements. In cases where students are not making successful progress, a change of major may be required. Academic advisors work with students to identify an appropriate major where a student will be successful in completing an undergraduate degree.

Common Prerequisite Courses and Equivalencies

<u>FIU Course(s)</u>	<u>Equivalent Course(s)</u>
SPC 2608	SPCX608

Courses which form part of the statewide articulation between the State University System and the Florida College System will fulfill the Lower Division Common Prerequisites.

For generic course substitutions/equivalencies for Common Program Prerequisites offered at community colleges, state colleges, or state universities, visit: <https://www.flvc.org>. See Common Prerequisite Manual.

Admission Standards

1. Minimum GPA of 2.0 for all lower division courses and upper division non-Communication Arts courses (including transfer coursework).
2. Minimum GPA of 2.0 for ALL FIU courses.

Graduation Requirements

1. Students need a minimum of 120 credit hours to be eligible for a bachelor's degree.
2. Students must have at least a 2.0 FIU grade point average to be eligible for graduation.
3. A grade of "C" or higher is required in all courses in the degree.

Honor Society Requirements – Lambda Pi Eta

1. At least 60 hours of college credit
2. At least 12 hours in Communication Arts
3. An overall GPA of at least a 3.2 or above
4. A GPA of 3.5 in Communication Arts courses

Major Core Courses: 30 credits

All courses within this degree, except those within the Design Studies Track, are open to the entire university community.

COM 1004	Introduction to Communication Arts	0
COM 3110	Business and Professional Communication	3
COM 3461	Intercultural/Interracial Communication – GL	3
COM 4462	Conflict Management	3
COM 4346	Interviewing Principles and Practices	2
COM 4346L	Interviewing Principles and Practices Lab	1
SPC 3210	Communication Theory	3
SPC 3230	Rhetorical Communication: A Theory of Civil Discourse	3
SPC 3301	Interpersonal Communication	3
SPC 3540	Persuasion	3

SPC 3602	Advanced Public Speaking	3
SPC 4445	Communication for Effective Leadership	3

Track Courses**Organizational Communication Studies Track: (18 credits)**

COM 3003	Human Communication	3
COM 3120	Organizational Communication (required)	3
COM 3135	Managerial Communication	3
COM 3404	Nonverbal Communication	3
COM 3410	Cultural Communication Patterns of Asia	3
COM 3417	Communication in Film – <i>GL</i>	3
COM 3471	Social Media's Impact on Communication	3
COM 3601	Environmental Communication	3
COM 3332	Communication and Technology	3
COM 3520	Designing Communication Strategies	3
COM 3230	Crisis Communication	3
COM 4022	Health Communication	3
COM 4124	Organizational Change	3
COM 4310	Research Methods in Communication Arts	3
COM 4430	International Business Communication – <i>GL</i>	3
COM 4510	Political Communication	3
COM 4620	Ethical Communication	3
COM 4730	Cultural Communication Patterns of Africa	3
COM 4731	Cultural Communication Patterns of Europe – <i>GL</i>	3
COM 4732	Cultural Communication Patterns of Oceania	3
COM 4733	Cultural Communication Patterns of South America	3
COM 4900	Directed Independent Studies in Communication Arts	1-3
COM 4930	Special Topics in Communication Arts	3
COM 4940	Internship in Communication Arts	1-6
IDS 3336	Artistic Expression in a Global Society – <i>GL</i>	3
MMC 3104C	Writing Strategies for Reaching a Mass Audience	3
MMC 4609	Integrated Communication Research Strategy	3
MMC 4936	Special Topics	3
SPC 3271	Rhetoric and Public Address	3
SPC 3425	Small Group Communication	3
SPC 3513	Argumentation and Debate	3
SPC 3711	Gender and Communication	3

Art & Performance Studies Track: (18 credits)

ARH 3350	Baroque Art	3
ARH 3511	Introduction to the Visual Arts of the African World	3
ARH 4310	Early Italian Renaissance	3
ARH 4312	Later Italian Renaissance	3
ARH 4430	Art and Politics	3
ARH 4450	Modern Art	3
ARH 4470	Contemporary Art – <i>GL</i>	3
ARH 4552	Arts of China and Japan	3
ARH 4710	History of Photography	3
ARH 4713	History of Photography Since 1945	3

COM 3417	Communication in Film – <i>GL</i>	3
COM 4900	Directed Independent Studies in Communication Arts	1-3
COM 4930	Special Topics in Communication Arts	3
COM 4940	Internship in Communication Arts	1-6
IDS 3336	Artistic Expression in a Global Society – <i>GL</i>	3
MUH 3514	Music of The World – <i>GL</i>	3
MUM 3743C	Artist Management	3
MUM 4301	Business of Music	3
MUM 4302	Business of Music II	3
MUM 4724C	Concert Touring	3
MUM 4803	Grant Writing for the Arts	2
MUM 4814C	Leadership in the Arts	3
TPP 3265	Introduction to Acting/Directing for TV/Film	3
TPA 3400	Stage Management	3
TPP 3530	Stage Combat I	3
TPP 4600	Playwriting I	3

Design Studies Track: (18 credits)

To enter this track, a student must have been previously accepted to one of the Architectural programs.

ARC 5176C	Computer Practices in Design II	3
ARC 5205	Advanced Design Theories	3
ARC 5329	Architectural Design 5	6
ARC 5335	Architectural Design 6	6
ARC 5340	Architectural Design 7	6
ARC 5343	Architectural Design 8	6
ARC 5467	Materials and Methods of Construction	3
ARC 5554	Structures 2	1
ARC 5555	Structures 3	1
ARC 5612	Environmental Systems in Architecture 1	3
ARC 5621	Environmental Systems in Architecture 2	3
ARC 5744	History of Design from the XIX Century to Present	2
COM 4900	Directed Independent Studies in Communication Arts	1-3
COM 4930	Special Topics in Communication Arts	3
COM 4940	Internship in Communication Arts	1-6
IND 5138	History of Modern Interiors	3
IND 5325	Color Theory and Application for the Built Environment	3
IND 5427	Interior Design Technology	3
IND 5438	Lighting Design	3
IND 5485	Innovations in Building Technology	3
IND 5486	Materials for Interiors	3
IND 5508	Professional Practice	3
IND 5615	Building Systems for Interior Designers	3
IND 5625	Interior Design Theories II	3
IND 5626	Project Programming	3
IND 5628	Sustainable Interior Design Practices	3
IND 5629	Computer Applications in Interior Design III	3
IND 5937	Special Topics	3
LAA 5235	Theory of Landscape Architecture	3
LAA 5374	Computer Practices in Landscape Architecture 2	3
LAA 5381	Computer Practices in Landscape Architecture 3	3
LAA 5422	Landscape Development	3

LAA 5541	South Florida Landscapes	3
LAA 5653	Landscape Architecture Graduate Design 1	6
LAA 5716	History of Landscape Architecture	3
SPC 5066	Presentation Skills for Architects	3

Minor in Business Communication

The Business Communication minor helps students develop a high level of competency in oral and visual communication, which are increasingly recognized as vital to success in business. The minor develops students' communication professionalism through theoretical and workshop courses emphasizing creative, workable solutions to challenging communication problems.

The minor promotes the practical use of communication skills in a wide variety of managerial tasks in both profit and non-profit organizations. Key skills taught include facilitating teamwork, managing conflict, interviewing, building employee morale, leadership, public speaking and shaping a company's image. The minor will consist of 15 credits. At least 12 credits must be completed at Florida International University. A grade of "C" or higher is required in all courses in the minor.

Required Courses (15 credits)

COM 3110	Business and Professional Communication	3
	or	
COM 3150	Advanced Communication for Business	3
COM 3135	Managerial Communication	3
COM 4462	Conflict Management	3
SPC 3602	Advanced Public Speaking	3
SPC 4445	Communication for Effective Leadership	3

Minor in Communication Ethics and Legal Profession

The Communication Ethics and Legal Profession minor includes courses examining rhetorical tradition, analytical courses designed to improve students' critical skills, persuasion theory so as to understand how an argument is built, debate/argumentation/public speaking to perfect oral communication skills and appreciation of ethical communication. The minor will consist of 18 credits. At least 12 credits must be completed at Florida International University. A grade of "C" or higher is required in all courses in the minor.

Required Courses (18 credits)

COM 4462	Conflict Management	3
COM 4620	Ethical Communication	3
SPC 3230	Rhetorical Communication: A Theory of Civil Discourse	3
SPC 3513	Argumentation and Debate	3
SPC 3540	Persuasion	3
SPC 3602	Advanced Public Speaking	3

Minor in Communication, Leadership and Conflict Management

This minor is centered on exploring the central role that communication plays in successful leadership. To do this, we will do the following: 1) develop self-awareness of how

communication styles influence relationships and perceptions; 2) experientially and theoretically examine values that underlie leadership communication, (including honesty, kindness, humility, trust, and authenticity); 3) examine how groups/teams are formed and work towards resolving issues and decision making as well as resolving conflict; and 4) understand how power and influence are gained and kept through communication. This minor is designed to help students understand why good leaders need to have strong communication and conflict management skills to be successful. This minor will consist of 18 credits. At least 12 credits must be completed at Florida International University. A grade of "C" or higher is required in all courses in the minor.

Required Courses (18 credits)

COM 4462	Conflict Management	3
PAD 3431	Exploring Leadership: Yourself, Your Organization and Your Community	3
SPC 3425	Small Group Communication	3
SPC 3540	Persuasion	3
SPC 3602	Advanced Public Speaking	3
SPC 4445	Communication for Effective Leadership	3

Minor in Communication Studies

The Communication Studies minor addresses the ways in which people communicate in relationships and in public discourse. Through theory and application, the minor includes the study of the ways in which such processes relate to cultural, gender and racial issues. The degree consists of 15 credits. At least 12 credits must be completed at Florida International University. A grade of 'C' or higher is required in all courses in the minor.

Required courses for minor (15 credits)

COM 3461	Intercultural/Interracial Communication – <i>GL</i>	3
SPC 3210	Communication Theory	3
SPC 3301	Interpersonal Communication	3
SPC 3540	Persuasion	3
SPC 4445	Communication for Effective Leadership	3

Minor in Executive Communication

From Steve Jobs to Donald Trump, you've probably heard news stories about executives leading effectively, or ineffectively. Students with this minor will feel more confident in their ability to lead and inspire others around them, in a multitude of personal and occupational settings. Students will gain familiarity with; advanced public speaking skills, specific strategies for leadership roles, situational application of theoretical concepts, as well as the dynamic field of conflict resolution. Executive Communication graduates are highly desirable because they are well-rounded communicators who are not afraid to take on leadership roles. The minor will consist of 15 credits.

Required Courses (15 credits)

SPC 3602	Advanced Public Speaking	3
SPC 4445	Communication for Effective Leadership	3
COM 4462	Conflict Management	3
COM 3123	The Executive Communicator	3
COM 3125	Communication Return on Investment	3

Minor in International Communication

In the contemporary globalized world, where the tempo and intensity of international contacts are continually strengthening, the role of international communication has become increasingly crucial.

This minor will help students develop an understanding of cross-linguistic and cross-cultural issues involved in international communication. Since different nations are associated with different languages and cultures, international communication is inseparable from intercultural communication – in the era of 'global English' more than ever, because one 'international English' can conceal deep differences in cultural assumptions. This minor will explore issues involved in interaction between speakers from different backgrounds and will equip them with conceptual tools to explore those issues. The minor consists of 12 credits. At least 12 credits must be completed at Florida International University. A grade of "C" or higher is required in all courses in the minor.

Required Courses (12 credits)

COM 3417	Communication in Film – <i>GL</i>	3
COM 3461	Intercultural/Interracial Communication – <i>GL</i>	3
COM 4430	International Business Communication – <i>GL</i>	3
IDS 3336	Artistic Expression in a Global Society – <i>GL</i>	3

Minor in Interpersonal Communication

From parents to siblings, friends to coworkers, significant others to neighbors, there is no escaping interpersonal communication. This minor will help students hone their communication skills in a wide variety of settings. Beginning with a broad, general introduction to the field, students will be guided through more specific topics such as gender, international relations, and family dynamics. Each of these areas will allow students to strengthen their numerous interpersonal relationships. This minor emphasizes critical thinking and analysis, which can be applied in a number of other disciplines as well. The minor consists of 12 credits.

Required Courses (12 credits)

COM 3461	Intercultural/Interracial Communication	3
SPC 3301	Interpersonal Communication	3
SPC 3711	Gender and Communication	3
COM 3013	Family Communication	3

Minor in Organizational Communication

This Organizational Communication minor combines elements of corporate structure and effective leadership to help students succeed in the job market upon graduation. These courses will allow students to learn critical organizational concepts and theories that could be applied in occupational settings of any size. The managerial/leadership aspect of these courses will develop the student into a more competent communicator over the course of the program. Gaining a strong sense of self-confidence, students graduating with this minor will surely stand out as the job market continues to become more competitive. The minor consists of 12 credits.

Required Courses (12 credits)

SPC 4445	Communication for Effective Leadership	3
COM 3120	Organizational Communication	3
COM 3135	Managerial Communication	3
COM 4124	Organizational Change	3

Minor in Political Communication

If you can't wait to see the next round of political ads, love to discuss the State of the Union speech, think you could eventually handle the media better than the current press secretary or simply want to improve the quality of political dialogue, then political communication is the minor for you. Public speaking, debate and persuasion are the core elements of this degree. Political communication graduates highly desirable, whether you want to be a campaign manager, political consultant, speechwriter, or work on public diplomacy. The minor will consist of 15 credits. At least 12 credits must be completed at Florida International University. A grade of "C" or higher is required in all courses in the minor.

Required Courses (15 credits)

COM 4510	Political Communication	3
SPC 3230	Rhetorical Communication: A Theory of Civil Discourse	3
SPC 3513	Argumentation and Debate	3
SPC 3540	Persuasion	3
SPC 3602	Advanced Public Speaking	3

Minor in Rhetorical Communication

Students who minor in Rhetorical Communication develop an understanding of persuasive techniques used in debates and public presentations, how oral arguments/rhetoric is formed, and its influence on human behavior. Students consider the classical foundations of the study of rhetoric and have the opportunity to critically and carefully evaluate persuasive messages/speeches from a variety of perspectives. Emphasis is on becoming more critical consumers and effective, ethical producers of communication in its oral form. The minor will consist of 15 credits. At least 12 credits must be completed at Florida International University. A grade of "C" or higher is required in all courses in the minor.

Required Courses (15 credits)

SPC 3210	Communication Theory	3
SPC 3230	Rhetorical Communication: A Theory of Civil Discourse	3
SPC 3425	Small Group Communication	3
SPC 3513	Argumentation and Debate	3
SPC 3540	Persuasion	3

Course Descriptions

Definition of Prefixes

COM-Communication; IDS-Interdisciplinary Studies; ORI-Oral Interpretation; SPC-Speech Communication
Courses that meet the University's Global Learning requirement are identified as GL.

COM 1004 Introduction to Communication Arts (0).

This course will provide students with a comprehensive overview of academic policies, procedures, and

requirements for matriculation and graduation from the Department of Communication Arts.

COM 2000 Introduction to Human Communication (3). A survey course introducing students to theory, research and practical principles associated with human communication.

COM 2460 Introduction to Intercultural Communication (3). This course is an introduction to intercultural communication. It provides an overview to the unique relationship between communication and culture.

COM 3003 Human Communication (3). This course provides theoretical foundations of communication to areas such as interpersonal, small group, organizational, and intercultural communication, providing students an overview to the field.

COM 3013 Family Communication (3). Through discussion and exercises, "Family Communication" examines the ways in which family members communicate, make decisions, settle conflict, and learn to relate to one another.

COM 3043 Emotional Intelligence in Communication (3). Explore the interconnected role emotional intelligence plays in diverse personal, cultural, political and organizational contexts.

COM 3110 Business and Professional Communication (3). Identification of communication situations specific to business and the professions. Analysis of variables related to communication objectives and preparation of oral presentations and business correspondence.

COM 3120 Organizational Communication (3). Explores the role of communication in organizations, as well as the role of technology, corporate culture, leadership, teamwork, ethics, and diversity in effective communication among organizations.

COM 3123 The Executive Communicator (3). Analyze advanced business scenarios and develop effective communication strategies to successfully navigate organizational environments. Strong emphasis is placed on application of skills.

COM 3125 Communication Return on Investment (3). Track communication skill development in an organizational setting. Students will track their progress through the semester and develop a program that relates their abilities to the company's goals.

COM 3135 Managerial Communication (3). Students examine effective communication in hiring and promoting, in conflict, in community interaction and in the internal communication of an organization.

COM 3150 Advanced Communication for Business (3). Advanced communication course that emphasizes the identification of communication situations specific to business and the professions. Analysis of variables related to advanced business communication. Prerequisites: Full admission to College of Business, SPC 2062 or SPC 2608, and 60+ credit hours.

COM 3230 Crisis Communication (3). This course reviews the latest research, explains how crisis communication can prevent/reduce the threats of a crisis,

and provides guidelines for how best to act and react in an emergency situation.

COM 3332 Communication and Technology (3). Explores the role of technology in business trends, information analysis, environmental issues, cultural contexts, and other areas through the means of mass media including television and internet.

COM 3404 Nonverbal Communication (3). Study of nonlinguistic and paralinguistic aspects of communication, including personal space, body language, eye contact, touch, and paralanguage.

COM 3410 Cultural Communication Patterns of Asia (3). Increases cultural awareness by contrasting and comparing communication patterns between Asian and Western cultures.

COM 3417 Communication in Film – GL (3). This course will examine the unique relationship between communication and film from the 1920's (the era of silent film) through today.

COM 3461 Intercultural/Interracial Communication – GL (3). Students develop the skills to build and maintain relationships across cultures by focusing on similarities and differences in communication behaviors, perceptions, language usage and social practices.

COM 3465 Negotiation in Communication (3). This course will allow students to develop negotiation-focused communication skills experientially and understand negotiation in a variety of useful analytical frameworks.

COM 3471 Social Media's Impact on Communication (3). This course will examine "social media" from a communication perspective; with a focus on how media technologies influence the way we communicate (verbally and nonverbally) with others.

COM 3501 Power of Language (3). Examine how power operates in linguistic practices and how language is used to articulate, maintain and subvert relations of power in society.

COM 3520 Designing Communication Strategies (3). This course develops skills in designing communication strategies - the plans for communicating information related to specific issue, event, situation, or audience.

COM 3601 Environmental Communication (3). Through landmark essays exploring ecological conflicts, land use policy, natural disasters, and ecological movements, this course analyzes the communication applications related to the field.

COM 3611 Persuasion and Arts Advocacy (3). Provide an overview of the role communication plays in the social influence process. Help students understand the techniques and factors that lead to changes in knowledge, attitudes, and behavior.

COM 4022 Health Communication (3). This course will review health communication through an examination of theoretical frameworks, communication techniques, and technologies that promote the health of individuals and communities.

COM 4124 Organizational Change (3). This course introduces students to different concepts of organizational change management and provides strategies for mitigating organizational risks for any initiative. Prerequisite: COM 3120.

COM 4310 Research Methods in Communication Arts (3). This course will introduce students to a range of social sciences and communication studies research methods (qualitative and quantitative).

COM 4346 Interviewing Principles and Practices (2). This class will prepare students for their professional careers in the areas of information gathering and employment interviews and an online portfolio. Prerequisites: Communication Arts Major, 18 credits completed in Communication Arts coursework, junior standing. Corequisite: COM 4346L.

COM 4346L Interviewing Principles and Practices Lab (1). This class will develop information gathering and employment interview skills. Additionally, students will complete an online portfolio of their professional work. Prerequisites: Communication Arts Major, 18 credits completed in Communication Arts coursework, junior standing. Corequisite: COM 4346.

COM 4430 International Business Communication – GL (3). This course will provide students with the theoretical and experiential framework for examining the meaning of communication in global business.

COM 4462 Conflict Management (3). Students will analyze conflict management concepts, principles, strategies and techniques, and examine the communication skills needed for productive conflict management or resolution.

COM 4510 Political Communication (3). This course examines the effect of both (free) political news and (paid) political advertising on politics in America.

COM 4620 Ethical Communication (3). Students will examine conceptual perspectives for understanding and evaluating communication ethics in interpersonal relationships, small groups, organizations, and intercultural contexts.

COM 4730 Cultural Communication Patterns of Africa (3). This course will increase understanding of communication differences by contrasting and comparing communication patterns within African cultures.

COM 4731 Cultural Communication Patterns of Europe – GL (3). This course will increase understanding of communication differences by contrasting and comparing communication patterns within European cultures.

COM 4732 Cultural Communication Patterns of Oceania (3). This course will increase understanding of communication differences by contrasting and comparing communication patterns within Oceanic cultures.

COM 4733 Cultural Communication Patterns of South America (3). This course will increase understanding of communication differences by contrasting and comparing communication patterns within South American cultures.

COM 4900 Directed Independent Studies in Communication Arts (1-3). Specialized intensive study in

a specific area of special interest to the student. Prerequisite: Permission of the department.

COM 4930 Special Topics in Communication Arts (3). Intensive study for a small group of students in a particular topic, or limited number of topics not otherwise offered in the curriculum. Prerequisite: Permission of the department.

COM 4940 Internship in Communication Arts (1-6). On-the-job learning experiences at approved organizations allows interns to assist and observe all job functions and duties related to various aspects of communication within their respective industry. Prerequisite: Minimum of 3.0 communication arts GPA.

COM 4958 Senior Capstone Seminar (3). The Communication Arts Senior Capstone Seminar synthesizes the major curriculum's components of communication through service learning followed by a final paper. Prerequisite: Students must be in their senior year of studies.

COM 5108 Managerial Communication (3). A study of the communication competencies required for successful organizational leadership, including presentations, business writing, meeting management, and utilization of communication technologies.

COM 5415 Intercultural Communication (3). This course examines the role culture plays in communication by examining differences and similarities in communication behaviors between and among diverse cultures.

IDS 3336 Artistic Expression in a Global Society – GL (3). Exploration of the interrelatedness of societies and culture through language, music and art are explored to appreciate how individuals convey thought and respond to events from various perspectives.

ORI 3003 Intermediate Oral Interpretation (3). A continuation of the basic techniques of oral interpretation with emphasis on program development. Programs will include poetry, prose, and drama. Prerequisite: ORI 3000.

ORI 3005 Basic Oral Interpretation (3). Development of the voice as an instrument for expressive interpretation of literature.

SPC 1017 Fundamentals of Speech Communication (3). The study of speech communication fundamentals-interpersonal skills; critical listening; small group problem-solving; verbal and nonverbal communication; persuasion; and public speaking.

SPC 2050 Voice and Diction (3). Effective voice production, articulation, acceptable pronunciation, accent reduction, intonation, rhythm and phrasing.

SPC 2062 Public Speaking in a Business Context (3). This course is designed to provide business students with experiences in business and sales presentations with common presentational software programs. Prerequisite: Admittance into the College of Business Administration.

SPC 2065 Communication for Business (3). A communication course that emphasizes oral communication skills necessary for the business and professional communities. Concentration on interviewing, public speaking, problem-solving, and leadership skills.

SPC 2300 Fundamentals of Interpersonal Communication (3). Through an awareness of one's self-concept students explore the role communication plays in maintaining healthy relationships in areas such as: romantic relationships, friendships, families.

SPC 2511 Fundamentals of Argumentation and Debate (3). Lectures and activities concerned with audience-centered reasoning. One will learn the nature of arguments consisting of analysis, reasoning, evidence, values, and building and refuting arguments.

SPC 2608 Public Speaking (3). Study of the principles of ethical and effective public speaking, with practice in the construction and delivery of original speeches before an audience.

SPC 3210 Communication Theory (3). Comprehensive introduction to the study of human communication processes including verbal and nonverbal modalities. Key historical and contemporary definitions and concepts in communication theory are reviewed.

SPC 3230 Rhetorical Communication: A Theory of Civil Discourse (3). Students study how spoken and written language shapes human thought and influences the humanities.

SPC 3271 Rhetoric and Public Address (3). The course explores the ways in which prominent figures have sought to define the nation and address major political controversies over the course of U.S. history through rhetorical public address.

SPC 3301 Interpersonal Communication (3). Through an awareness of self-concept students explore the role communication plays in maintaining healthy relationships in areas such as: romantic relationships, friendships, families and colleagues.

SPC 3425 Small Group Communication (3). The study of group development, group roles, decision-making, leadership, power, and conflict management.

SPC 3540 Persuasion (3). A study of attitude formation and change are explored to identify how individuals process and act on information. Social influence theories/techniques and their ethical implications are examined.

SPC 3513 Argumentation and Debate (3). Lectures and activities concerned with audience-centered reasoning. Topics include: Nature of argument, analysis, reasoning, evidence, values, and building and refuting arguments. Prerequisites: SPC 2608 or permission of the instructor.

SPC 3514 Argumentation and Debate II (3). Study of all styles of formal and informal debate. Emphasis on construction and use of the brief, debate strategy and delivery. Prerequisites: SPC 2608, SPC 3513 and permission of the instructor.

SPC 3602 Advanced Public Speaking (3). Examines public speaking as a workplace activity and provides students with practical experience. Emphasis is placed on incorporating technology into the different types of speeches. Prerequisite: At least a "C" grade in SPC 2608.

SPC 3711 Gender and Communication (3). Using text and films, this course examines the different styles of

verbal and non-verbal communication of men and women in various settings.

SPC 4068 Professional Presentations for Architects (3). This course is designed to provide architecture students with experiences in academic, business, and sales presentations as well as experience with a common presentational software program.

SPC 4445 Communication for Effective Leadership (3). Leadership is given to those who speak well, inspire change, and motivate others. Leadership communication empowers students to become effective leaders ready to engage a global world.

SPC 5066 Presentation Skills for Architects (3). This course provides architecture students with experiences delivering formal presentations. Participants will learn techniques for enhancing academic and professional presentations.