

# Communication Studies

The Department of Communication Studies is a community of scholars and students dedicated to communication research and education through the analysis, interpretation and production of messages.



*Academic Track*

## Political Communication

Politics and civic engagement depend on strategic use of language. Political leaders employ communication and rhetoric to mobilize publics, negotiate policy, affect public opinion, maintain relations with other nations and, of course, win votes.

Citizens must also understand political communication if they are to be engaged participants in their communities. This communication specialization focuses on the role of communication and rhetoric in the political processes of modern democracies, and especially on the ways public officials, candidates and citizens interact through interpersonal and mass communication modes.

This specialization is intended for students who are interested in elective politics, political consulting, community organizing, policy analysis and research work for public interest groups and other nonprofit organizations.

### Communication Studies Courses - 39 hours

#### Core Courses - 12 hours

- COMM 320: Theories of Human Communication (3 hrs)
- COMM 330: Rhetoric in Western Thought (3 hrs)
- COMM 431: Criticism of Public Discourse (3 hrs) or  
COMM 433: Communication Research Methods (3 hrs)
- COMM 550: Senior Colloquium (3 hrs) or  
COMM 551: Senior Honors Thesis (3 hrs)

#### Political Communication Courses - choose 12 hours

- COMM 321: Public Speaking II (3 hrs)
- COMM 325: Argumentation and Debate (3 hrs)
- COMM 432: Rhetoric of the American Presidency (3 hrs)
- COMM 434: Rhetoric of Social Movements (3 hrs)
- COMM 435: Political Communication (3 hrs) \*\*\*REQUIRED\*\*\*
- COMM 470: Rhetoric of Community Building (3 hrs)
- COMM 525: Argumentation Theory (3 hrs)
- COMM 526: Persuasion (3 hrs)
- COMM 545: Communication and Democracy (3 hrs)

#### Electives - 15 hours of additional COMM courses

**Additional Requirement** - 3 hours must be at the 500 level or above (in addition to COMM 550 or COMM 551)

## POTENTIAL CAREERS

- ELECTED OFFICIAL
- LOBBYIST
- CONSULTANT/CAMPAIGN MANAGER
- PRESS SECRETARY
- SPEECH WRITER
- POLITICAL ANALYST
- PUBLIC AFFAIRS DIRECTOR
- PUBLIC OPINION RESEARCHER
- LEGISLATIVE ASSISTANT
- COMMUNITY FACILITATOR

## COMPLEMENTARY MAJORS/MINORS

- POLITICAL SCIENCE
- LEADERSHIP STUDIES MINOR
- MASS COMMUNICATIONS

### FOR MORE INFORMATION:

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