

COMMUNICATION STUDIES

Community. Culture. Change.

Communication is the cornerstone of our lives, shaping our relationships, workplaces, homes, and communities. Communication studies focuses on understanding and improving how we interact with each other in multiple contexts.

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.

Political Communication focuses on communication and rhetoric in the political processes of democracies and civic interaction. Courses focus on strategic use of language, political processes, citizen interactions, argumentation, persuasion, and community building.

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 COMMUNICATION

POLITICAL COMMUNICATION

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 325: Argumentation and Debate (3 hrs)

COMM 434: Rhetoric and 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 of above (in additional to COMM 550 or COMM 551)

For More Information:

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