

DEPARTMENT OF COMMUNICATION STUDIES

Undergraduate Degree(s):

- Communication Studies (Media Studies Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-media-studies-concentration-ba/>)
- Communication Studies (Organizational and Health Communication Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-organizational-and-health-communication-concentration-ba/>)
- Communication Studies (Rhetoric, Culture and Performance Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-rhetoric-culture-and-performance-concentration-ba/>)
- Communication Studies, Minor (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/speech-communication-minor/>)

Graduate Degree(s):

- Master of Arts in Communications (Health Communication Concentration-Academic) (<https://catalog.tsu.edu/graduate/schools-colleges/communication/communications-health-communication-concentration-academic-ma/>)
- Master of Arts in Communications (Media Studies/Research and Theory Concentration-Academic) (<https://catalog.tsu.edu/graduate/schools-colleges/communication/communications-media-studiesresearch-theory-concentration-academic-ma/>)
- Master of Arts in Communications (Organizational Communication Concentration-Academic) (<https://catalog.tsu.edu/graduate/schools-colleges/communication/communications-organizational-communication-concentration-academic-ma/>)
- Master of Arts in Communications with Professional Communication and Digital Media Concentration Professional (<https://catalog.tsu.edu/graduate/schools-colleges/communication/communications-professional-communication-digital-media-concentration-professional-ma/>)

Vision and Mission Statement

The goal of the Department of Communication Studies is to develop and evaluate programs that foster students' ethical, social, professional, and intellectual development in communication fields. In addition, the department seeks to nurture students' capacities to think critically, creatively, and skillfully. The department seeks to develop students' commitment to social and personal responsibilities and to hold respect for every person. Another goal of the department is to prepare students for the workforce, enabling them to gain employment in their respected disciplines. It also seeks to prepare students for further education. Development and enhancement of students' communication skills are the focus of each concentration in the Department of Communication Studies. Students must possess high communication skills because

communication is considered as one of the most important factors at work and societal success.

Degree Requirements

Students pursuing baccalaureate degrees in the Department of Communication Studies first must be admitted into the university, and meet their ASSET responsibility, before meeting degree program requirements. In order to attain the Bachelor of Arts in Communication Studies, students must select from the two curriculum concentrations: Organizational Communication or Intercultural-Interpersonal Communication. For either of the two concentrations, students are required to declare a minor in a second academic discipline. In the selection of concentration courses, students must meet with a designated advisor, who can assist them in the selection of major courses, general education courses (core curriculum), and minor. In addition, students must seek advising from the designated advisor in their minors' respective disciplines. In both major and minor courses, including ENGL 1301 Freshman English I and ENGL 1302 Freshman English II, grades less than "C"--including "C"-- are not acceptable. Those courses must be repeated.

In order to receive a baccalaureate degree in Communication Studies, students must complete 120 semester hours. These must include major courses totaling 46 credit hours, minor courses totaling 21 credit hours, general education courses (core curriculum) totaling 42 hours, and elective courses totaling 11 credit hours. In no case is an undergraduate student qualified to graduate unless he/she has completed 120 credits hours. For a student to be granted a baccalaureate degree by the Department of Communication Studies, the requirements must be met under the supervision of the major advisor.

- Communication Studies (Media Studies Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-media-studies-concentration-ba/>)
- Communication Studies (Organizational and Health Communication Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-organizational-and-health-communication-concentration-ba/>)
- Communication Studies (Rhetoric, Culture and Performance Concentration), BA (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/communication-studies-rhetoric-culture-and-performance-concentration-ba/>)
- Communication Studies, Minor (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/communication-arts-sciences/speech-communication-minor/>)

Communication Core Courses

Communication Studies Courses (Speech Communication)

COMM 110 Speech Proficiency Lab (1 Credits)

This course is intended to guide students, through the use of practical applications, to become effective speakers by understanding the speech mechanism and precise, profound, and proficient oral communication expected from majors in journalism, speech and RTF. Two hours of lab per week.

College/School: School of Communication

Department: School of Communication

COMM 130 Introduction to Communication Studies (3 Credits)

Basic concepts, theories and principles operative in the communication process; application of these principles to the acquisition of communication skills. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 140 VOICE & DICTION (3 Credits)

Development of an effective speaking voice through the achievement of proper relaxation, breathing, and vocal resonance. Three hours of lecture per week. Listed as SPEC 1342 in the Texas Common Course Numbering System.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 200 Intro to Media Research Tech (3 Credits)

Basic skills development in research techniques and in-depth experience in written composition, emphasizing composition as a communication skill; analysis of student proficiency in the basic communication skills as they relate to professions in communication. Three hours of lecture per week.

Prerequisite(s): (ENG 131 and ENG 132)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 220 Media Literacy (3 Credits)

In this course, students develop analytical understanding of creative artifacts in media, including film, television, video games, social media, and so forth. The course presents clips, screenings, and other examples from a variety of cultures to provide a basis for critical, creative, and innovative written, oral, and visual communication about works of art. 3 hours per week

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 221 Intercultural Communication (3 Credits)

Intercultural Communication focuses on the importance of culture in our everyday lives and the way in which culture informs and influences the communication process. This is a combination theory and application course, and it is designed to help you understand how to communicate.

College/School: School of Communication

Department: 0674

COMM 230 STUDIES URBAN RHETORICAL (3 Credits)

Study of linguistic and rhetorical patterns of major ethnic and socioeconomic groups in urban areas. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 232 INTERPERSONAL COMMUNICATION (3 Credits)

Study of the interpersonal communication as a dynamic process utilizing verbal and nonverbal cues as the basis of meaningful human interaction. Three hours of lecture per week. Listed as SPCH 1318 in the Texas Common Course Numbering System.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 233 COMMUNICATION SKILL HEALTH PROFESSIONAL (3 Credits)

Practice in the development of interpersonal skills in relating to the health professional; practice in the development of the skills of group and public communication. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 236 ARGUMENTATION & DEBATE (3 Credits)

Exploration of principles of argumentation, training, and participation in various types of argumentative speeches and debate. Special inclusion of parliamentary procedures. Three hours of lecture per week. Listed as SPCH 2325 in the Texas Common Course Numbering System.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 250 Comm, Globalization & Int'l Me (3 Credits)

This course will allow students to access all forms of international media and professional development. 3 hours per week

Prerequisite(s): (COMM 135 or COMM 136)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 251 Soc Media Campaigns Analytics (3 Credits)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 330 PROFFESS DEVELOPMENT & ETHIC (3 Credits)

A preparatory course for entering into the job market. Covers a variety of topics including oral communication skills dress code, interview techniques, advanced resume writing, motivational skills, stress management, professional survival and cultural awareness skills. Three hours of lecture per week.

Prerequisite(s): (COMM 110 and COMM 130 and COMM 200)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 331 Persuasion (3 Credits)

Intensive examination of principles and techniques of persuasion and of the critical role of the consumer of persuasive messages. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 332 Computer Applications in Communication (3 Credits)

Introduction to graphics, multimedia and web design techniques applicable to communication field. Three hours of lecture and lab per week.

Prerequisite(s): (CS 116)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 333 INTERVIEWING (3 Credits)

Strategies and techniques of interviewing as purposive dyadic interaction for interviewer and interviewee. Includes the study of and practice with various types of interviews. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 334 Group Comm (3 Credits)

Role of communication theory in the making of individual and collective decisions; application of communication theory to principles of leadership in small group decision making. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 335 RHETORICAL CRITICISM (3 Credits)

This course involves the study of theory or rhetorical criticism with the emphasis on the analysis of standards and methods of evaluation. Offered as needed.

Prerequisite(s): (COMM 130)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 336 Comm Research Design (3 Credits)

Students will learn and apply advanced methods and theories of communication discipline, producing a major research paper, literature review or performative writing project. This course will cover advanced elements of source citation, style, research writing formats and content. 3 hours per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 337 Media Criticism (3 Credits)

Media criticism focuses on theory and method as related to the nature and forms of media, their effects on audiences and society, and literacy appropriate to their understanding and use. Meet 3 hours per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 338 INTRODUCTION TO ORGANIZATIONAL COMMUNICATION (3 Credits)

Basic principles and perspectives of organizational communication; communication networks and structures; decision making; conflict resolution with organizations; impact of styles of communication on organizational relations. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 339 Perf. Theory & Methods (3 Credits)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 340 Media, Power & Society (3 Credits)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 342 History of African American Film and Television (3 Credits)

This course focuses on the evolution of the popular images of African Americans as reflected in the visual media of television and film. This course surveys the history, theories, debates, and controversies that have characterized African American in television and film, with an emphasis on the relationship between African American film and American culture and politics more broadly. Student examine the discourse of Black identity, specifically representation, in film and film directed by African Americans.

College/School: School of Communication

Department: School of Communication

COMM 420 Theories of Pop Cultural Comm (3 Credits)

Intensive study of the theories and methods used to study popular culture as a communicative form. Areas covered include American media, literature, art and other markers of culture. Meet 3 hours per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 421 Rhetoric of Social Movements (3 Credits)

In this course students evaluate the philosophical, social and cultural foundations of rhetorical theory and practices found in different social movements by focusing on the ways in which social groups and persuasive efforts shape public opinion. This course emphasizes the way in which language, symbols, writing and activities are used as a device of oppression and liberation. Meet 3 hours per week

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 423 Sexuality, Gender and Perform (3 Credits)

This course centers on contemporary communication theory and research on interconnections between sexuality, gender and performative culture. Meet 3 hours per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 430 Experiential Learning (3 Credits)

The integration of process and content acquisition through application and practice in real-life situations; structured part-time or full-time internships. Three hours of lecture per week.

Prerequisite(s): (COMM 110 and COMM 130 and COMM 200 and COMM 330 and COMM 332)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 431 NONVERBAL COMMUNICATION (3 Credits)

The analysis of nonverbal aspects of human communication with special consideration of physical and spatial styles and cues. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 432 INTERCULTURAL COMMUNICATION THEORY & METHOD (3 Credits)

Importance of cultural and ethnic differences as they affect our communication processes in various aspects of personal relations. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 433 HEALTH COMMUNICATION (3 Credits)

Current issues in delivery of health care, practitioner/patient relationships, the role of private and government agencies in health care, dissemination of health care information. Three hours of lecture per week. Offered as needed.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 434 PRINCIPLES OF LEADERSHIP (3 Credits)

Study of the phenomenon of leadership, leadership styles, and leadership techniques, including parliamentary procedures and other strategies of control and influence. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 438 ORGANIZATION STRUCTURE & COMMUNICATION BEHAVIOR (3 Credits)

Analysis of the interdependence of organizational goals and communication behavior from the standpoint of those who must recognize, understand, or design communication systems. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 450 SPECIAL TOPIC COMMUNICATION STUDIES (3 Credits)

Problems of current concern in speech communication; topics vary according to time and instructor. May be repeated as topics change. Three hours of lecture per week. Offered as needed.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 460 Sports Communications (3 Credits)

This course explores the field of Sport Communication and reviews the different models of Sport Communication, such as print and electronic media, sport advertising, public relations, media relations, and employment opportunities. Students will have the opportunity to critically assess the communication efforts of Sports Organization as well as construct their own communications in the field of sports. 3 hours per week

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 490 Special Topic in Media Studies (3 Credits)

Intensive study of selected topics in communication studies in the area of media studies. Areas covered will rotate by term and instructor. This course is repeatable with change in topic. Meet 3 hours per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 491 Special Topic in Org Comm (3 Credits)

Intensive study of selected in communication studies in the area of organizational communication. Areas covered will rotate by term and instructor. This course is repeatable with change in topic.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 492 Spec Topics in Rhetoric & Cult (3 Credits)

Intensive study of selected topics in communication studies in the area of rhetoric and culture. Areas covered will rotate by term and instructor. This course is repeatable. 3 hours per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 493 Special Topic in Health Comm (3 Credits)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 494 Special Topic in Performance (3 Credits)

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 495 Independent Study (3 Credits)

Independent study in interpersonal/intercultural communication, organizational communication, or rhetorical theory and criticism. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 658 Masters Comprehensive Exam (3 Credits)

Is a course that focuses on the final preparation of the comprehensive exam and the presentation of the oral defense. Although scheduling and preparation are mostly established and shaped by the committee advisor, committee members and student, the course will also review policies, guidelines, important dates, procedures and final document preparation. Chair or Instructor approval required.

College/School: School of Communication

Department: Dept of Radio, TV and Film

COMM 1315 Public Address (3 Credits)

Principles of effective speaking and their application to the preparation, delivery, and evaluation of the basic forms of public messages; stresses public issues, their relevancy and effect. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 1321 Business & Professional Comm (3 Credits)

Introduction to the basic oral communication skills needed for careers in business and the professions. Students make presentations, conduct interviews, and participate in problem-solving group discussions. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci

COMM 1324 Business & Professional Comm (3 Credits)

Introduction to the basic oral communication skills needed for careers in business and the professions. Students make presentations, conduct interviews, and participate in problem-solving group discussions. Three hours of lecture per week.

College/School: School of Communication

Department: Dept of Communication Arts/Sci