

496 Television Production Seminar (3)

An advanced seminar in the creation and production of the long-format documentary form of television (i.e, documentary, news magazine, biography). Students write a treatment, then research, write, shoot, and produce a program suitable for broadcast. Students who successfully complete this course will demonstrate the advanced skills and competency necessary to create an organized story in video and audio formats. *Prerequisites: Mass Communication 342. Offered alternate fall terms.*

ACTIVITIES

131 Radio Announcing (0-1)

Practical work experience with the FCC-licensed campus radio station. The student produces programming and performs on-air. The student who successfully completes this course will demonstrate knowledge and skills in selecting and presenting material on the air, according to accepted professional and regulatory standards. *(Pass/Fail)*

135 Journalistic Activity - Yearbook (0-1)

Students benefit from a practical, hands-on experience working for *Doane Tiger Yearbook*. The student who successfully completes this course will demonstrate skills in producing books and magazines, including writing, taking photographs, and designing pages. *(Pass/Fail)*

NOTE: See Mass Communication 291, 293, 323, 423 Practicum for participation in the college newspaper, television or radio production.

SPEECH COMMUNICATION (CMS)

This general communication major is designed for students who are interested in the essential role communication plays in the development and maintenance of identities, relationships, groups, organizations (public as well as private), and societies and cultures. Communication structure and process is explored and particular attention paid to the way in which meaning is managed in order to coordinate joint activity.

Requirements for the Speech Communication Major:

Complete 1 or 2.

1. Students not seeking certification for public school teaching in speech communication must complete the following courses:
 - a. Speech Communication 112, 210, 216, 220, 348, 351, 385, 435 (or 424).
 - b. Mass Communication 445.
 - c. Six additional credits chosen from the following: Speech Communication 321, 336, 342.
 - d. Complete the cognate Psychology/Sociology 336.

- e. Complete a minimum of three practical experience credits chosen from the following: Mass Communication 421, or Speech Communication 226, 227.

Speech Communication majors are strongly urged to complete a minor in an area relevant to their professional interests.

2. Students seeking certification for public school teaching in speech communication must complete the following:
 - a. Speech Communication 112, 210, 216, 220, 320, 321, 322, 324, 325, 351.
 - b. Six credits chosen from the following courses: Speech Communication 336, 342, 348, Mass Communication 445.
 - c. Six credits chosen from Speech Communication 126, 127 (or 226, 227), 326, 327 (or 426, 427).
 - d. Complete the cognate Theatre 103.
 - e. One additional teaching major.
 - f. All requirements listed under the catalog section "Secondary Education."

Requirements for the Speech Communication Minor:

Complete 18 credits in speech communication, including Speech Communication 220 and 351. A maximum of three credits chosen from Speech Communication 126, 127, 226, 227, 326, 327, 426, 427 apply to the minor.

105 Fundamentals of Communication (3)

An introduction to basic concepts in communication, focusing upon the development of speaking, listening, and critical thinking skills necessary for effective communication. Students completing this course will begin developing competency in public speaking and in interpersonal, small group, organizational, public and mass communication contexts.

112 Small Group Communication (3)

A course in the theory and practice of communication in small groups for problem solving, decision making, education, therapy, and other purposes. Students completing the course will understand and be able to apply leadership concepts, small group processes, decision-making and problem-solving methodology (including parliamentary procedure). This knowledge will be demonstrated through group activities and by public speaking experiences.

126, 127 Competitive Speech Workshop I & II (0-1) (0-1)

An experience-based workshop course in competitive speech, including participation in a non-traveling speech team, assisting the speech team in preparing for competition, and learning about competitive speech and debate. Students will learn about the different categories of competitive speech and debate, and the qualities of effective public speaking. *(Pass/Fail)*

210 Public Speaking (3)

This course focuses on the development of effective public speaking skills. Students completing this course will understand and be able to apply public

speaking knowledge, including audience analysis, exigency analysis, research and critical analysis of content, organization of content in appropriate formats, presentational skills, and the linguistic requirements of effective public speaking. These skills will be demonstrated through several speech presentations including informative, persuasive, interpretive, and other styles. *Offered fall term.*

216 Introduction to Organizational Communication (3)

This course begins study in organizational communication by examining theory and practice of communication in public and private organizations. It includes relating elements of interpersonal, interviewing, small group, mass, and public address communication. Students completing the course will begin to understand the relationship between organizational structure and the dialectic action of those affecting the structure, including symbolic forms and socialization (i.e., ritual, storytelling), power and leadership, conflict, decision making, and organizational culture. *Offered fall term.*

220 Interpersonal Communication (3)

A focus upon the nature and influence of communicative behavior in close, personal relationships. Interpersonal communication structure and processes are explored as they relate to the development and maintenance of identities and friendships, as well as romantic and family relationships.

226, 227 Beginning Competitive Speech I & II (0 or 3) (0 or 3)

This is a skills-based course for students participating in one or more competitive speech events (i.e., debate, oratory, informational speaking, impromptu, extemporaneous speaking, and oral interpretation). Students will develop beginning skills in public speaking for specialized contexts, analyzing contemporary issues, and techniques of textual analysis and communication criticism. **This course is recommended for students interested in law, politics, teaching or graduate study in communication. Experience in high school speech competition, while helpful, is not required.**

271, 371, 471 Selected Topics (1-3) (1-3) (1-3)

An investigation of topics not covered in other courses, selected on the basis of student interest and available instruction.

296 Organizational Communication Practicum (1)

Supervised work experience on a campus or community organizational communication project. The student gains practical hands-on experience and develops a sense of professionalism. *(Pass-Fail)*

320 The Teaching of Speech Communication I (0)

This course begins the transition from “student of communication” to “teacher of communication.” The major emphasis is on innovative methods for facilitating learning communication in the public and private schools and the methods and procedures for evaluating student learning. **Generally taken during the sophomore year.**

321 Intercultural Communication (3)

Communication between cultures in the interpersonal and organizational context. Differences in communication behaviors due to nationality, ethnic-

ity, and social status are explored. Students study their own cultures, as well as the cultures of others, to develop greater awareness of patterns of thinking, beliefs, assumptions, values, and cultural norms which influence communicative (verbal, nonverbal, and listening) behaviors. **This course fulfills the Cultural Perspectives requirement of the Doane Plan.**

322 The Teaching of Speech Communication II (0)

This course examines topics in teaching and evaluation of middle school communication curriculum. *Prerequisite: Speech Communication 320 or permission.*

324 The Teaching of Speech Communication III (0)

This course examines topics in the teaching and evaluation of communication in the high school curriculum. *Prerequisite: Speech Communication 322 or permission.*

325 The Teaching of Speech Communication IV (2)

This course completes the study and experience in the methods and materials of teaching communication in the secondary school. *Prerequisite: Speech Communication 324 or permission.*

326, 327 Advanced Competitive Speech I & II (0 or 3) (0 or 3)

This is a skills-based course for students participating in one or more competitive speech events (i.e., debate, oratory, informational speaking, impromptu, extemporaneous speaking, and oral interpretation). Students will develop advanced skills in public speaking for specialized contexts, analyzing contemporary issues, and advanced techniques of textual analysis and communication criticism. *Prerequisite: Speech Communication 226 and 227, or permission.*

336 Applied Organizational Communication (3)

An advanced course in organizational communication and its application to real-life enterprises. Study will include examination of actual cases involving media and personnel in public relations firms, corporate communication departments, government agencies, political organizations or non-profit environments. The student who successfully completes this course will understand the nature of organizational culture, methods of organizational socialization, communication needs analysis, and preparing and implementing programs of organizational change. They should be able to critically analyze organizational communication approaches to social, managerial, environmental, and other issues, and project possible ramifications or outcomes of various communication approaches in a variety of contexts. *Prerequisite: Speech Communication 216. Offered spring term.*

342 Leadership Communication (3)

An examination of historical and contemporary theories of leadership, exploring the uses, abuses and meaning of power in leadership situations and relationships. The course develops an understanding of the role of communication in facilitating or hindering leadership, identifies the tensions between individuals and communities in a variety of contexts, and applies conflict management principles to those tensions. Students successfully completing this course will become aware of their own leadership styles, develop

the ability to improve communication in conflict situations, develop collaborative skills, synthesize information from a variety of sources and apply that information to ethically improving leadership in contextually appropriate ways. *Offered alternate spring terms.*

348 Gender Communication (3)

This course surveys writings and research in human communication in order to answer the questions: "Are there differences in the ways men and women communicate, and, if so, what effects do those differences have on relationships?" Students completing this course will become familiar with the research and theories regarding same-gender and cross-gender communication, will increase sensitivity to the effects and functions of communication within human relationships, and will become more aware of their historical/cultural/personal gender biases and how those biases affect communication with others. *Prerequisites: Speech Communication 220. Offered alternate spring terms.*

351 Persuasion (3)

A study of persuasive strategies for the purpose of becoming more enlightened recipients and skillful creators of persuasive messages and campaigns (in advertising, politics, and interpersonal and group interaction).

385 Communication Research (4)

An introduction to quantitative and qualitative research methods used in communication studies and encountered by communication practitioners. Students will be involved in defining research problems, data gathering, analysis, evaluation, and reaching conclusions. Students who successfully complete this course will be able to develop research projects typical of the communication discipline, critique the research of others, and explain findings to both professional and lay audiences. *Prerequisite: Sociology 109. Offered spring term.*

421 Speech Communication Internship (0-12)

On-the-job experience in speech communication. *Prerequisite: Cooperative Education 205 or permission. (Pass/Fail)*

424 Communication Theory (3)

A focus on current theoretical perspectives on human communication, including social cognitive systems, social exchange, social interactionism, interpretive, and sociocultural (including conversation analysis and communication ethnography) approaches. The relationship between philosophy, theory, and methodology is explored for these major views on communication. *Prerequisite: Speech Communication 220, 385. Offered alternate fall terms.*

426, 427 Competitive Speech Management I & II (0-1) (0-1)

Students learn issues in the development and operation of a competitive speech team, including budgeting, group travel arrangements, competitive speech judging, and competitive speech tournament management. Students in this course function as assistant coaches for the competitive speech team. *Communication Studies 326 and 327 recommended.*

435 Rhetorical Theory and Criticism (3)

A course providing an historical framework for current perspective on communication through the exploration of classical and contemporary rhetorical theory. Students then apply this theoretical foundation to the criticism of rhetorical acts. Both the nature and strategies of rhetoric and criticism are explored. *Prerequisite: Speech Communication 351 or permission. Offered alternate fall terms.*

Cooperative Education (CED)

Cooperative Education is a process which expands student learning beyond the classroom. Commonly referred to as internship, this on-site learning is planned and supervised work which relates to a student's major field of study or career path.

202 Career Education (2)

An emphasis on career education for students in the middle grades. *(Pass/Fail)*

205 Introduction to Field Experience (0)

A preparation for the field experience that is concerned with career research, job seeking skills, and Doane's Internship Program requirements. *This course or permission by the Director of Career Development is a prerequisite for any internship course. A student may take this course only once. (Pass/Fail)*

Economics

(See pages 102, 110.)