

COMMUNICATION MAJOR WITH A RHETORIC AND CULTURE CONCENTRATION

The *Communication Major with a Rhetoric and Culture concentration* prepares students to construct strategic messages intended to influence specific audiences and cultures. It also enables students to engage culture critically, charitably, and redemptively.

Requirements

Requirements for the major are 32 hours: 14 hours in the Communication Core, 16 hours in a Concentration, and 2 elective hours of any Communication course. The Core consists of 4 courses in performance, theory, research, and a senior capstone (in which each student submits a portfolio and has a senior assessment interview). These four core courses should be completed in sequence.

To complement core courses, students select a concentration in Interpersonal Communication, Media Studies, Rhetoric and Culture, or Theater. Within each concentration, there are requirements and electives with course work progressing from introductory to advanced levels of study.

General Education Requirement. The following courses fulfill the oral communication competency requirement:

Code	Title	Credits
COMM 101	Public Speaking	2
COMM 201	Fundamentals of Oral Communication (Communication majors and minors only)	4
COMM 252	Argumentation and Debate	4

This requirement should be completed by the end of the sophomore year.

Code	Title	Credits
Communication Core		14
COMM 201	Fundamentals of Oral Communication	4
COMM 302	Rhetorical Theory	4
COMM 312	Communication Criticism	4
COMM 494	Senior Seminar	2
Concentration Courses (Required and Elective)		16

Required Concentration Courses

COMM 253	Messages, Influence, and Culture	4
COMM 454	Special Topics in Rhetoric & Culture	4

Elective Concentration Courses 8

Select 8 credits of the following:

COMM 252	Argumentation and Debate
COMM 261	Strategic Communication
COMM 344	Visual Symbolism: Icons, Brands, Logos
COMM 353	Advanced Persuasive Speaking
COMM 363	Persuasion
COMM 393	Intercollegiate Debate (Practicum)
COMM 444	Special Topics in Media and Culture
COMM 495	Independent Study
COMM 496	Internship

CORE 321	AIS: 'Holla If Ya Hear Me': Engaging Hip-Hop Culture ¹	
CORE 327	AIS: Propaganda and Image in Everyday Life ¹	
Communication Elective		2
Select two or more credits of any offered COMM course		
Total Credits		32

¹ College policy states that students shall not be allowed to take more than one AIS course.