SPEECH COMMUNICATION

Speech Communication, a major in the Department of English, helps students develop their understanding and appreciation of the human communication process and enhances their oral and written communication practice. Speech Communication students develop an awareness of the importance of oral communication and listening for success in their personal, civic, and professional lives; become familiar with behavioral research in persuasion; understand how language is used to create social change; develop competent delivery skills; assess the quality of arguments; evaluate information found in research and public discourse; and cultivate rhetorical sensitivity in order to better connect with individuals and audiences. In this way, the program contributes to the humanistic, aesthetic, and critical development of liberally educated students in order to prepare them for full and effective participation in society.

Undergraduate Study

The cross-disciplinary program in speech communication offers courses designed for all students as part of their general education and as a complement to their professional training. It also offers a major or minor in speech communication as well as an additional endorsement for secondary teachers who already have an endorsement in another content area.

Students who major or minor in speech communication will prepare themselves for a wide variety of employment opportunities in business, industry and government, as well as in non-profit and educational organizations. With their effective oral communication, listening, teamwork, problem-solving and leadership skills, speech communication students find positions in general business management: human resources, benefits, financial services, retail, sales and marketing and serve various organizations as recruiters, trainers, promotions managers, communication specialists, community outreach personnel and event planners. The program also prepares students for the study of law, theology, and for graduate level work in speech communication and related disciplines.

The program participates in the interdisciplinary program in Linguistics. Speech Communication also offers a core course and several optional courses in the undergraduate certificate program in Leadership Studies.

Speech Communication Major

A student electing to major in speech communication must earn at least 120 credits with 45 credits at the 300/400 level. A minimum of 33 of those credits must be earned in Speech Communication courses where the student earns a grade of C or better. Our flexible curriculum with few prerequisites can help you meet the 33 hour requirement in a timely way.

Core Requirements (18 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 310</td>
<td>Rhetorical Analysis</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 110</td>
<td>Listening</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 212</td>
<td>Fundamentals of Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 216</td>
<td>America Speaks: Great Speakers and Speeches in US History</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 327</td>
<td>Persuasion and Social Influence</td>
<td>3</td>
</tr>
<tr>
<td>or SP CM 350</td>
<td>Rhetorical Traditions</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 497</td>
<td>Capstone Seminar</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional Coursework (Choose at least 5 of the following for 15 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ENGL 418</td>
<td>Seminar in Argumentation</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 275</td>
<td>Analysis of Popular Culture Texts</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 305</td>
<td>Language, Thought and Action</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 312</td>
<td>Business and Professional Speaking</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 313</td>
<td>Communication in Classrooms and Workshops</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 322</td>
<td>Argumentation, Debate, and Critical Thinking</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 323</td>
<td>Gender and Communication</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 324</td>
<td>Legal Communication</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 327</td>
<td>Persuasion and Social Influence</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 350</td>
<td>Rhetorical Traditions</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 404</td>
<td>Seminar</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 416</td>
<td>History of American Public Address</td>
<td>3</td>
</tr>
<tr>
<td>SP CM 417</td>
<td>Campaign Rhetoric</td>
<td>3</td>
</tr>
</tbody>
</table>

Credits in SP CM 290 Special Projects or SP CM 499 Communication Internship cannot be applied toward the minimum required credits for the major.

The Communication Proficiency requirement may be met by (1) completion of ENGL 150 Critical Thinking and Communication; (2) completion of or credit for ENGL 250 Written, Oral, Visual, and Electronic Composition (or ENGL 250H Written, Oral, Visual, and Electronic Composition: Honors), or its equivalent, with a grade of C or better; (3) one additional writing course beyond ENGL 250 Written, Oral, Visual, and Electronic Composition with a grade of C or better from the following approved list:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 302</td>
<td>Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 303</td>
<td>Free-Lance Writing for Popular Magazines</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 304</td>
<td>Creative Writing: Fiction</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 305</td>
<td>Creative Writing: Nonfiction</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 309</td>
<td>Proposal and Report Writing</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 314</td>
<td>Technical Communication</td>
<td>3</td>
</tr>
</tbody>
</table>
Speech Communication

ENGL 415 Business and Technical Editing 3
JL MC 201 Reporting and Writing for the Mass Media 3

Speech Communication Education
Students working toward a primary teaching endorsement in another discipline may add a speech communication endorsement as an additional area. Coursework prepares students to teach speech, dramatic arts, and media at the secondary school level. In addition, they prepare to direct co-curricular and extracurricular activities such as drama, speech and debate.

Each student seeking an additional endorsement in speech communication must meet a 28-29 hour requirement by taking the following courses:

SP CM 110 Listening 3
or COMST 102 Introduction to Interpersonal Communication
SP CM 212 Fundamentals of Public Speaking 3
SP CM 313 Communication in Classrooms and Workshops 3
SP CM 322 Argumentation, Debate, and Critical Thinking 3
SP CM 412 Rhetorical Criticism 3
or ENGL 310 Rhetorical Analysis
or THTRE 455 Acting I
SP CM 495A Independent Study: Directing Speech Activities 1
SP CM 495B Independent Study: Teaching Speech 3
THTRE 358 Oral Interpretation 3
JL MC 101 Mass Media and Society 3
One of the following 3
THTRE 255 Introduction to Theatrical Production
THTRE 360 Stagecraft
THTRE 455 Directing I (if not previously used)

Speech Communication, B.A.

Freshman

Fall Credits Spring Credits
ENGL 150 3 Math Choice 3
SP CM 110 3 Humanities Choice 3
Humanities Choice 3 Natural Science Choice 3
Natural Science Choice 3 Social Science Choice 3
Social Science Choice 3 Elective 3
LIB 160 1

Sophomore

Fall Credits Spring Credits
ENGL 250 3 Social Science Choice 3
Humanities Choice 3 Foreign Language/Elective 4-3
Natural Science Choice 3 Humanities Choice 3
SP CM 212 3 Speech Communication Choice
Foreign Language/Elective 4-3 Elective 3

Junior

Fall Credits Spring Credits
SP CM 327 3 SP CM 216 3
Speech Communication Choice - 300/400 Level 3
Elective - 300/400 Level 3
JL MC 201 or ENGL 302, 303, 304, 305, 309, 314, 315
2 Electives - 300/400 Level 6 2 Electives - 300/400 Level 6

Senior

Fall Credits Spring Credits
Speech Communication Choice - 300/400 Level 3
ENGL 310 3 SP CM 497 3
2 Electives - 300/400 Level 6 2 Electives - 300/400 Level 6
Elective 3 Elective 3

Students in all ISU majors must complete a three-credit course in U.S. diversity and a three-credit course in international perspectives. Check (http://www.registrar.iastate.edu/courses/div-ip-guide.html) for a list of approved courses. Discuss with your adviser how the two courses that you select can be applied to your graduation plan.

LAS majors require a minimum of 120 credits, including a minimum of 45 credits at the 300/400 level. You must also complete the LAS foreign language requirement.

Speech Communication Choices include SP CM 205 (also ENGL 205), 305, 312, 313, 322, 323, 325 (also COMST 325 - has COMST prerequisites), 305 (also ENGL 350), and 417. Note: Students must earn a C or better in all Speech communication courses used to meet the 33 credits required for the major.

Speech Communication Minor
Students from any major can complement their studies with a Speech Communication Minor (http://www.speechcomm.iastate.edu/index.php?option=com_content&view=article&id=34&Itemid=29). The requirements
for a minor in speech communication may be fulfilled by credit in
SP CM 212 Fundamentals of Public Speaking plus at least 15 additional
hours from the lists above, of which 9 credits are in courses numbered
300 or above.

Graduate Study
The program offers courses for a graduate minor in speech
communication as well as supporting work for other disciplines. The
requirements for a graduate minor (http://www.speechcomm.iastate.edu)
in Speech Communication include:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SP CM 412</td>
<td>Rhetorical Criticism</td>
<td>3</td>
</tr>
<tr>
<td>Plus 9 additional hours selected from the following</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>SP CM 323</td>
<td>Gender and Communication</td>
<td></td>
</tr>
<tr>
<td>SP CM 416</td>
<td>History of American Public Address</td>
<td></td>
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<tr>
<td>SP CM 417</td>
<td>Campaign Rhetoric</td>
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<tr>
<td>SP CM 504</td>
<td>Seminar</td>
<td></td>
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<tr>
<td>SP CM 513</td>
<td>Teaching Fundamentals of Public Speaking</td>
<td></td>
</tr>
<tr>
<td>SP CM 547</td>
<td>The History of Rhetorical Theory I: From Plato to Bacon</td>
<td></td>
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<tr>
<td>SP CM 548</td>
<td>The History of Rhetorical Theory II: From Bacon to the Present</td>
<td></td>
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<tr>
<td>SP CM 590</td>
<td>Special Topics</td>
<td></td>
</tr>
<tr>
<td>SP CM 592</td>
<td>Core Studies in Rhetoric, Composition, and Professional Communication</td>
<td></td>
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</tbody>
</table>

The Program of Speech Communication also participates in
the interdepartmental program leading to a master's degree in
Interdisciplinary Graduate Studies.

Courses primarily for undergraduates:

SP CM 110: Listening
(3-0) Cr. 3. F.S.
Theory, principles, and competency development in
comprehensive, therapeutic, critical, consumer, and appreciative listening. The impact of
listening in relationships and partnerships.

SP CM 212: Fundamentals of Public Speaking
(3-0) Cr. 3. F.S.SS.
Theory and practice of basic speech communication principles
applied to public speaking. Practice in the preparation and delivery of
extemporaneous speeches.

SP CM 216: America Speaks: Great Speakers and Speeches in US History
Cr. 3.
Survey of great speeches examined within their political and cultural
contexts. Analysis of the rhetorical strategies of diverse speakers with an
emphasis on texts from social movements in the United States.
Meets U.S. Diversity Requirement

SP CM 275: Analysis of Popular Culture Texts
(Cross-listed with ENGL). (3-0) Cr. 3. F.S.
Prereq: Credit in or equivalent of 250
Analysis of how information and entertainment forms persuade
and manipulate audiences. Study of several forms that may include
newspapers, speeches, television, film, advertising, fiction, and
magazines. Special attention to verbal and visual devices.

SP CM 290: Special Projects
Cr. 1-2. Repeatable, maximum of 4 credits. F.S.SS.
Prereq: 3 credits in speech communication; permission of program director

SP CM 305: Language, Thought and Action
(Cross-listed with LING). (3-0) Cr. 3.
Prereq: ENGL 250
The study of symbolic processes and how meaning is conveyed in words,
sentences, and utterances; discussion of modern theories of meaning;
and an exploration of relationships among language, thought and action.

SP CM 312: Business and Professional Speaking
(3-0) Cr. 3. F.S.
Prereq: SP CM 212
Theory, principles, and competency development in the creation of
coherent, articulate business and professional oral presentations.

SP CM 313: Communication in Classrooms and Workshops
(3-0) Cr. 3.
Prereq: SP CM 212
Principles of communicating information: training in classroom and
workshop-oriented communication activities; use of recording for
analysis of presentations.

SP CM 322: Argumentation, Debate, and Critical Thinking
(2-2) Cr. 3.
Prereq: SP CM 212
Practice in preparing and presenting arguments and debates;
emphasis on critical thinking and ethical and logical duties of the
advocate; analysis, evidence, reasoning, attack, defense, research, case
construction, and judging.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Repeatable</th>
<th>Prerequisites</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SP CM 323:</td>
<td>Gender and Communication</td>
<td>3</td>
<td></td>
<td>(Cross-listed with WGS). (3-0) Cr. 3.</td>
<td>Examination of how understanding and enactment of gender identity is shaped by communication. Verbal and nonverbal communication across various contexts including personal relationships and the media. Explores discourse of social movements aiming to transform cultural definitions of gender. Meets U.S. Diversity Requirement.</td>
</tr>
<tr>
<td></td>
<td>SP CM 324: Legal Communication</td>
<td>3</td>
<td></td>
<td>(3-0) Cr. 3.</td>
<td>Prereq: SP CM 212</td>
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<tr>
<td></td>
<td>SP CM 327: Persuasion and Social Influence</td>
<td>3</td>
<td>F.S.S.</td>
<td>(3-0) Cr. 3. F.S.S.</td>
<td>Prereq: SP CM 212</td>
</tr>
<tr>
<td></td>
<td>SP CM 350: Rhetorical Traditions</td>
<td>3</td>
<td></td>
<td>(Cross-listed with CL ST, ENGL). (3-0) Cr. 3.</td>
<td>Prereq: ENGL 250</td>
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<tr>
<td></td>
<td>SP CM 404: Seminar</td>
<td>3</td>
<td>Repeatable</td>
<td>(Dual-listed with SP CM 504). (3-0) Cr. 3. Repeatable, maximum of 9 credits.</td>
<td>F.S.S.</td>
</tr>
<tr>
<td></td>
<td>SP CM 404A: Speech Communication</td>
<td>3</td>
<td>Repeatable</td>
<td>(Dual-listed with SP CM 504A). Cr. 3. Repeatable, maximum of 9 credits.</td>
<td>Prereq: 15 credits in speech communication</td>
</tr>
<tr>
<td></td>
<td>SP CM 404B: Speech Education</td>
<td>3</td>
<td>Repeatable</td>
<td>(Dual-listed with SP CM 504B). Cr. 3. Repeatable, maximum of 9 credits.</td>
<td>Prereq: 15 credits in speech communication</td>
</tr>
<tr>
<td></td>
<td>SP CM 417: History of American Public Address</td>
<td>3</td>
<td></td>
<td>(Cross-listed with POL S). (3-0) Cr. 3. Alt. F., offered even-numbered years.</td>
<td>Prereq: SP CM 212</td>
</tr>
<tr>
<td></td>
<td>SP CM 412: Rhetorical Criticism</td>
<td>3</td>
<td></td>
<td>(3-0) Cr. 3. S.</td>
<td>Prereq: SP CM 212 and 6 credits in speech communication</td>
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<td></td>
<td>SP CM 416: Campaign Rhetoric</td>
<td>3</td>
<td></td>
<td>(Cross-listed with CL ST, ENGL). (3-0) Cr. 3.</td>
<td>Prereq: SP CM 212</td>
</tr>
<tr>
<td></td>
<td>SP CM 490: Independent Study</td>
<td>1-3</td>
<td>Repeatable</td>
<td>Cr. 1-3. Repeatable, maximum of 9 credits. F.S.S.</td>
<td>Prereq: 18 credits in speech communication, junior classification, permission of program director</td>
</tr>
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<td></td>
<td>SP CM 495A: Independent Study: Directing Activities</td>
<td>1</td>
<td></td>
<td>(1-0) Cr. 1. S.</td>
<td>Prereq: C I 301; 9 credits in speech communication; minimum GPA of 2.5 in speech communication courses</td>
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<td></td>
<td>SP CM 495B: Independent Study: Teaching Speech</td>
<td>3</td>
<td></td>
<td>(Cross-listed with EDUC). (3-0) Cr. 3. F.</td>
<td>Prereq: C I 301; 9 credits in speech communication; minimum GPA of 2.5 in speech communication courses</td>
</tr>
<tr>
<td></td>
<td>SP CM 497: Capstone Seminar</td>
<td>3</td>
<td></td>
<td>(3-0) Cr. 3.</td>
<td>Prereq: 15 credits in speech communication, junior or senior classification</td>
</tr>
</tbody>
</table>
SP CM 499: Communication Internship  
Cr. 1-3. Repeatable, maximum of 6 credits. F.S.S.  
*Prereq:* 18 credits in speech communication courses, other courses deemed appropriate by faculty adviser; 2nd semester junior or senior standing; minimum GPA of 2.5 and minimum GPA of 3.0 in speech communication courses; and permission of the internship committee  
Applications should be submitted in the term prior to the term in which the internship is desired. Supervised application of speech communication in professional settings.

Courses primarily for graduate students, open to qualified undergraduates:

**SP CM 504: Seminar**  
(Dual-listed with SP CM 404). (3-0) Cr. 3. Repeatable, maximum of 9 credits. F.S.S.  
*Prereq:* Junior or above classification  
Seminar on topics central to the field of speech communication.

**SP CM 504A: Seminar: Speech Communication**  
(Dual-listed with SP CM 404A). (3-0) Cr. 3. Repeatable, maximum of 9 credits. F.S.S.  
*Prereq:* Graduate classification  
Topics may include the following.

**SP CM 504B: Seminar: Speech Education**  
(Dual-listed with SP CM 404B). (3-0) Cr. 3. Repeatable, maximum of 9 credits. F.S.S.  
*Prereq:* Graduate classification  
Topics may include the following.

**SP CM 513: Teaching Fundamentals of Public Speaking**  
(1-0) Cr. 3. F.  
*Prereq:* Permission of instructor  
Introduction to the teaching of public speaking. Exploration of pedagogical theory and methods related to SP CM 212 objectives, pedagogical approaches, lesson planning, assignment development, and evaluation of student projects. Required of all new teaching assistants teaching SP CM 212.

**SP CM 547: The History of Rhetorical Theory I: From Plato to Bacon**  
(Cross-listed with ENGL). (3-0) Cr. 3.  
*Prereq:* 6 credits in English  
Rhetorical theory from the classical period of ancient Greece and Rome through the Middle Ages to the early Renaissance; attention to its relation to the nature of knowledge, communication, practice, and pedagogy.

**SP CM 548: The History of Rhetorical Theory II: From Bacon to the Present**  
(Cross-listed with ENGL). (3-0) Cr. 3.  
*Prereq:* 6 credits in English  
Rhetorical theory from the early modern period (Bacon, Descartes, and Locke) to the present; attention to its relation to the nature of knowledge, communication practice, and pedagogy.

**SP CM 590: Special Topics**  
Cr. 1-4. Repeatable, maximum of 12 credits.  
*Prereq:* Permission of program chair

**SP CM 592: Core Studies in Rhetoric, Composition, and Professional Communication**  
(Cross-listed with ENGL). (3-0) Cr. 3. Repeatable, maximum of 9 credits.  
*Prereq:* 12 credits in rhetoric, linguistics, or literature, excluding ENGL 150 and ENGL 250  
Seminar on topics central to the fields of rhetoric and professional communication or composition.

**SP CM 592A: Core Studies: Rhetoric**  
(Cross-listed with ENGL). (3-0) Cr. 3. Repeatable, maximum of 9 credits.  
*Prereq:* 12 credits in rhetoric, linguistics, or literature, excluding ENGL 150 and ENGL 250  
Seminar on topics central to the fields of rhetoric and professional communication or composition.

**SP CM 592B: Core Studies: Composition**  
(Cross-listed with ENGL). (3-0) Cr. 3. Repeatable, maximum of 9 credits.  
*Prereq:* 12 credits in rhetoric, linguistics, or literature, excluding ENGL 150 and ENGL 250  
Seminar on topics central to the fields of rhetoric and professional communication or composition.

**SP CM 592C: Core Studies: Professional Communication**  
(Cross-listed with ENGL). (3-0) Cr. 3. Repeatable, maximum of 9 credits.  
*Prereq:* 12 credits in rhetoric, linguistics, or literature, excluding ENGL 150 and ENGL 250  
Seminar on topics central to the fields of rhetoric and professional communication or composition.