

Speech Communication

(Administered by the Department of English)

The Speech Communication major provides students opportunities to develop their understanding and appreciation of the human communication process and to enhance 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 following interdisciplinary undergraduate minor programs: the interdisciplinary program in linguistics and the interdisciplinary program in technology and social change. Speech Communication also offers a core course and several optional courses in the Undergraduate Certificate Program in Community Leadership and Public Service.

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)

SP CM 110	Listening	3
SP CM 212	Fundamentals of Public Speaking	3
SP CM 327	Persuasion	3
SP CM 412	Rhetorical Criticism	3
SP CM 416	History of American Public Address	3
SP CM 497	Capstone Seminar	3

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

SP CM 275	Analysis of Popular Culture Texts	3
SP CM 305	Language, Thought and Action	3
SP CM 312	Business and Professional Speaking	3
SP CM 313	Communication in Classrooms and Workshops	3
SP CM 322	Argumentation, Debate, and Critical Thinking	3
SP CM 323	Gender and Communication	3
SP CM 324	Legal Communication	3
SP CM 350	Rhetorical Traditions	3
SP CM 404	Seminar	3
SP CM 417	Campaign Rhetoric	3

See also the 4-year plan of study grid showing suggested courses by semester. (<https://nextcatalog.registrar.iastate.edu/planofstudy/liberalartsandsciences/#speechcommunicationba>)

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, ENGL 250 Written, Oral, Visual, and Electronic Composition (or ENGL 250H Written, Oral, Visual, and Electronic Composition: Honors), or its equivalent, with a grade in each of C or better; (2) 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:

ENGL 302	Business Communication	3
ENGL 303	Free-Lance Writing for Popular Magazines	3
ENGL 304	Creative Writing--Fiction	3
ENGL 305	Creative Writing--Nonfiction	3
ENGL 309	Report and Proposal Writing	3
ENGL 314	Technical Communication	3
ENGL 415	Business and Technical Editing	3
JL MC 201	Reporting and Writing for the Mass Media	3

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.

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 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
SP CM 495A	Independent Study: Directing Speech Activities	1
SP CM 495B	Independent Study: Teaching Speech	3
THRE 358	Oral Interpretation	3
JL MC 101	Mass Media and Society	3
One of the following		3
THRE 255	Introduction to Theatrical Production	
THRE 360	Stagecraft	
THRE 455	Directing I	

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:

SP CM 582	Advanced Rhetorical Analysis	3
Or		
SP CM 412	Rhetorical Criticism	3
Plus 9 additional hours selected from the following		9
SP CM 323	Gender and Communication	
SP CM 416	History of American Public Address	
SP CM 417	Campaign Rhetoric	
SP CM 504	Seminar	
SP CM 513	Proseminar: Teaching Fundamentals of Public Speaking	
SP CM 547	The History of Rhetorical Theory I: From Plato to Bacon	
SP CM 548	The History of Rhetorical Theory II: From Bacon to the Present	

SP CM 590	Special Topics
SP CM 592	Core Studies in Rhetoric and Professional Communication

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 223. Intercollegiate Debate and Forensics.

Cr. 1. Repeatable, maximum of 6 credits. F.S. *Prereq: Permission of instructor*
Participation in intramural and intercollegiate debate and other forensic events.

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 department chair*

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. Nonmajor graduate credit.

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.

SP CM 323. Gender and Communication.

(Cross-listed with W S). (3-0) Cr. 3.

Examines 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. Nonmajor graduate credit.

Meets U.S. Diversity Requirement

SP CM 324. Legal Communication.

(3-0) Cr. 3. *Prereq: SP CM 212*

Speech communication in the legal system inside and outside the trial process: interviewing and counseling, negotiating and bargaining, voir dire, opening statements, examination of witnesses, closing arguments, judge's instructions, jury behavior, and appellate advocacy. Nonmajor graduate credit.

SP CM 327. Persuasion.

(3-0) Cr. 3. F.S.SS. *Prereq: SP CM 212*

Examination of persuasive theories, strategies and research in persuasion. Emphasis on application and analysis; logical, emotional, and ethical proofs. Nonmajor graduate credit.

SP CM 350. Rhetorical Traditions.

(Cross-listed with CL ST, ENGL). (3-0) Cr. 3. S. *Prereq: ENGL 250*
Ideas about the relationship between rhetoric and society in contemporary and historical contexts. An exploration of classical and contemporary rhetorical theories in relation to selected topics that may include politics, gender, race, ethics, education, science, or technology.

SP CM 404. Seminar.

(Dual-listed with SP CM 504B). (3-0) Cr. 3. Repeatable, maximum of 9 credits. F.S.SS. *Prereq: Junior or above classification*

Seminar on topics central to the field of speech communication.

SP CM 412. Rhetorical Criticism.

(3-0) Cr. 3. S. *Prereq: SP CM 212 and 6 credits in speech communication*

Development of rhetorical theory and practice from Corax to modern times. Application of principles of criticism to current public speaking practices. Nonmajor graduate credit.

SP CM 416. History of American Public Address.

(3-0) Cr. 3. S. *Prereq: SP CM 212*

Relationship between public discourse and social change; selected speakers and discourse as linked with political or historical events. Nonmajor graduate credit.

SP CM 417. Campaign Rhetoric.

(Cross-listed with POL S). (3-0) Cr. 3. Alt. F., offered 2012. *Prereq: SP CM 212*

Backgrounds of candidates for state and national elections; selected speeches and issues; persuasive strategies and techniques of individual speakers. Nonmajor graduate credit.

SP CM 490. Independent Study.

Cr. 1-3. Repeatable, maximum of 9 credits. F.S.SS. *Prereq: 18 credits in speech communication, junior classification, permission of department chair*

Only one independent study enrollment is permitted within the department per semester.

SP CM 495A. Independent Study: Directing Speech Activities.

(1-0) Cr. 1. S. *Prereq: C I 301; 9 credits in speech communication; minimum grade point of 2.5 in speech communication courses*

Problems, methods, and materials related to directing speech activities in secondary schools.

SP CM 495B. Independent Study: Teaching Speech.

(Cross-listed with C I). (3-0) Cr. 3. F. *Prereq: SP CM 313; 9 credits in speech communication; minimum grade point average of 2.5 in speech communication courses*

Problems, methods, and materials related to teaching speech, theatre, and media in secondary schools.

SP CM 497. Capstone Seminar.

(3-0) Cr. 3. *Prereq: 15 credits in speech communication; junior or senior classification*

Students synthesize relevant theory and research about contemporary communication practice culminating in a multi-modal capstone project.

SP CM 499. Communication Internship.

Cr. 1-3. Repeatable, maximum of 6 credits. F.S.SS. *Prereq: 18 credits in speech communication courses, other courses deemed appropriate by faculty adviser; 2nd semester junior or senior standing; cumulative GPA of at least 2.5 overall and 3.0 in speech communication; 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 404B). (3-0) Cr. 3. Repeatable, maximum of 9 credits. F.S.SS. *Prereq: Junior or above classification*

Seminar on topics central to the field of speech communication.

SP CM 513. Proseminar: Teaching Fundamentals of Public Speaking.

(1-0) Cr. 1. Repeatable, maximum of 3 credits. F. *Prereq: Permission of program chair.*

Required of all new Speech Communication 212 teaching assistants. Introduction to the teaching of public speaking. Support and supervision of teaching assistants of Sp Cm 212. Discussion of lesson planning, teaching methods, development of speaking assignments, and evaluation of student speaking.

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 582. Advanced Rhetorical Analysis.

(Cross-listed with ENGL). (3-0) Cr. 3.

Extended practice in close textual analysis of various kinds of rhetorical artifacts. Attention to important theoretical concepts used in rhetorical analysis and to historical controversies over the scope and function of rhetorical analysis.

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 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 in Rhetoric and Professional Communication:
Rhetoric of Science and Technology.**

(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 in Rhetoric and Professional Communication:
Visual 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 592C. Core Studies in Rhetoric and Professional Communication:
Multimodal Theory and Pedagogy.**

(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 592D. Core Studies in Rhetoric and Professional Communication:
Critical Cultural Rhetorics.**

(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.