

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)

SP CM 110	Listening	3
SP CM 212	Fundamentals of Public Speaking	3
SP CM 216	America Speaks: Great Speakers and Speeches in US History	3
SP CM 310	Rhetorical Analysis	3
SP CM 327	Persuasion and Social Influence	3
or SP CM 350	Rhetorical Traditions	
SP CM 497	Capstone Seminar	3

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

ENGL 418	Seminar in Argumentation	3
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 327	Persuasion and Social Influence	3
SP CM 350	Rhetorical Traditions	3
SP CM 404	Seminar	3
SP CM 416	History of American Public Address	3
SP CM 417	Campaign Rhetoric	3

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:

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	Proposal and Report 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 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 211 Interpersonal Communication	
SP CM 212	Fundamentals of Public Speaking	3
SP CM 310	Rhetorical Analysis	3
	or THTRE 455 Directing for the Stage	
SP CM 313	Communication in Classrooms and Workshops	3
	or THTRE 251 Acting Foundations	
SP CM 322	Argumentation, Debate, and Critical Thinking	3
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	4
THTRE 360	Stagecraft	4
THTRE 455	Directing for the Stage (if not previously used)	3

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	
	16	15

Sophomore

Fall	Credits Spring	Credits
ENGL 250	3 Social Science Choice	3

Humanities Choice	3 World Language/Elective	4-3
Natural Science Choice	3 Humanities Choice	3
SP CM 212	3 Speech Communication Choice	3
World Language/Elective	4-3 Elective	3

16-15 **16-15**

Junior

Fall	Credits Spring	Credits
SP CM 327	3 SP CM 216	3
Speech Communication Choice - 300/400 Level	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	3
2 Electives - 300/400 Level	6 2 Electives - 300/400 Level	6

15 **15**

Senior

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

15 **15**

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 advisor 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 world 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/?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 taken at Iowa State University. The minor must include at

least 9 credits that are not used to meet any other department, college or university requirement.

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 310	Rhetorical Analysis	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	Teaching Fundamentals of Public Speaking	
SP CM 547	The History of Rhetorical Theory from the Classical Era to the Present	
SP CM 548	Cultural and Critical Theories of Communication and Rhetoric	
SP CM 590	Special Topics	
SP CM 592	Core Studies in Rhetoric, Composition, 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 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 310: Rhetorical Analysis

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

Prereq: ENGL 250

Fundamental principles of rhetorical criticism. Focus on selected theories for analyzing cultural texts, including essays, speeches, film, technical and scientific documents, and websites. Emphasis on identifying artifacts, formulating research questions, applying methodologies, and understanding and practicing critical analysis through discussion and in writing.

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 in workshop-oriented communication activities, including self-reflection and peer 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 WGS). (3-0) Cr. 3.

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

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.

SP CM 327: Persuasion and Social Influence

(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.

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 504). (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 404A: Speech Communication

(Dual-listed with SP CM 504A). Cr. 3. Repeatable, maximum of 9 credits.

Prereq: 15 credits in speech communication

SP CM 404B: Speech Education

(Dual-listed with SP CM 504B). Cr. 3. Repeatable, maximum of 9 credits.

Prereq: 15 credits in speech communication

SP CM 416: History of American Public Address

(3-0) Cr. 3. F.S.

Prereq: SP CM 212

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

SP CM 417: Campaign Rhetoric

(Cross-listed with POL S). (3-0) Cr. 3. Alt. F., offered even-numbered years.

Prereq: SP CM 212

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

SP CM 418: Seminar in Argumentation

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

Prereq: ENGL 310/SP CM 310, junior classification

Advanced seminar in theory and analysis with extensive practice in various modes of argument.

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 program director

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 GPA 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 EDUC). (3-0) Cr. 3. F.

Prereq: C I 301; 9 credits in speech communication; minimum GPA 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; demonstrate potential to become leaders in public/professional communication contexts.

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 advisor; 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.SS.

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.SS.

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.SS.

Prereq: Graduate classification

Topics may include the following.

SP CM 513: Teaching Fundamentals of Public Speaking

(3-0) Cr. 3. F.

Prereq: Graduate classification; must be teaching Sp Cm 212 concurrently

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 540: Drama

(Cross-listed with ENGL). (3-0) Cr. 3. Repeatable, maximum of 6 credits.

Prereq: Graduate classification or 6 credits in literature at 300 level or above

Primary texts in dramatic genres from various literary periods, in critical and cultural contexts. Frequently concentrates on the English Renaissance and the Shakespearean stage.

SP CM 547: The History of Rhetorical Theory from the Classical Era to the Present

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

Prereq: 6 credits in English

Rhetorical theory from the classical period of ancient Greece through to the 20th century; attention to rhetoric's relation to the nature of knowledge, communication, practice, and pedagogy.

SP CM 548: Cultural and Critical Theories of Communication and Rhetoric

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

Prereq: 6 credits in English

Contemporary theories that address the production, reception, and critical evaluation of cultural artifacts and communicative events; these theories address power, ideology, and the norms of public discourse. Theories covered may include Postmodernism, Feminist Theory, Public Sphere Theory, as well as Critical Race Theory, Social Justice Theory, Disability Theory, Queer Theory, and/or Intercultural Theories of Communication and Rhetoric.

SP CM 549: Multimedia and Interaction Design

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

Prereq: Senior classification

Rhetorical principles of interactive multimedia design, such as those in DVDs, Blu-Ray videos, and streaming web multimedia. Practical understanding of computer applications used in interactive multimedia development. Focus on theoretical and practical elements of producing multimedia training in both education and industry. Work with interactive hypertext, digital audio, and nonlinear video editing.

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.

Courses for graduate students:

SP CM 611: Seminar in Rhetorical Theory

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

Prereq: ENGL 547

Rhetorical theory, criticism, and/or practice in relation to a historical period or a particular theoretical issue.