

# SPEECH COMMUNICATION

## Overview

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.

## Learning Outcomes

Students who major in Speech Communication will be able to

- understand and apply technical vocabularies, theories, and perspectives to analyze contemporary problems and one's own communication practice.

- speak and listen well and have the self-confidence to become an active leader in communities.
- recognize persuasive strategies, assess reasoning, and perform research in the discipline.

## 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

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, 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	
	<b>16</b>	<b>15</b>

### 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
	<b>16-15</b>	<b>16-15</b>

### 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, ENGL 302, ENGL 303, ENGL 304, ENGL 305, ENGL 309, ENGL 314, or ENGL 315	3
2 Electives - 300/400 Level	6 2 Electives - 300/400 Level	6
	<b>15</b>	<b>15</b>

### 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
	<b>15</b>	<b>15</b>

Speech Communication choices include SP CM 305, 312, 313, 322, 323, 324, 350 (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 (<https://engl.iastate.edu/undergraduate-students/minors/#spcm>). 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 (<https://engl.iastate.edu/graduate-students/>) 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.