Communication Arts

Communication Arts Department Mission

- To better prepare broadcast and print journalists who can think and write effectively;
- To prepare students for the field of education by keeping the Communication Arts student up-to-date with speech and theatre innovations;
- To give the B.A. student a comprehensive background in Speech, to better prepare him/her for graduate study;
- To give the B.A. student a comprehensive background in Theatre, to better prepare him/her for graduate study.

Communication Arts Department Goals and Outcomes

<table>
<thead>
<tr>
<th>Goal</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>The MSU Communication Arts Department subscribes to the behavioral</td>
<td>Ability to communicate effectively in a variety of contexts.</td>
</tr>
<tr>
<td>goals established for speech communication by the joint task force</td>
<td></td>
</tr>
<tr>
<td>created by the American Theatre Association and the Speech</td>
<td></td>
</tr>
<tr>
<td>Communication Association. Briefly, those goals are:</td>
<td></td>
</tr>
</tbody>
</table>

- Ability to predict with accuracy the consequences of communication decisions and behaviors.
- Ability to manage the following factors in communication situations: selection, development and presentation of ideas, strategies and media to influence human behavior.
- Ability to evaluate messages on the basis of functional, ethical, and aesthetic considerations.
- Ability to develop a personal communication style which can be adapted to a variety of communication contexts.
- Ability to develop skills and attitudes which promote free inquiry, critical listening, receptiveness toward divergent viewpoints, and willingness to support unpopular ideas.

The goals established by the ATA/SCA govern a basic approach to teaching speech, theatre, and broadcasting and depend on the basic principles of our theme—select, arrange, perform.

Communication Arts/Broadcasting majors are required to attend all student and faculty recitals, attend all mainstage productions, and participate in the faculty-student evaluation sessions designated by the faculty. Communication Arts/Broadcasting majors are required to complete COMM 392 Junior Project before presenting their senior project, and COMM 492 Senior Project. Communication Arts minors are required to present a junior recital, COMM 392 Junior Project.

Broadcasting Program Goals and Outcomes

Students earning a BA in Broadcasting are evaluated in four areas of knowledge/skills. These areas are:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic knowledge of historical, theoretical, critical areas of</td>
<td>Identify, analyze, and explain concepts of historical, theoretical, and critical nature appropriate to their respective study of broadcasting, public relations and advertising, or journalism.</td>
</tr>
<tr>
<td>broadcasting, public relations and advertising, or journalism.</td>
<td></td>
</tr>
<tr>
<td>Basic knowledge and skills associated with production elements of</td>
<td>Select applicable communication components, arrange them in an effective organizational pattern, and perform in appropriate venues.</td>
</tr>
<tr>
<td>broadcasting, public relations and advertising, or journalism.</td>
<td></td>
</tr>
<tr>
<td>Basic knowledge and skills associated with leadership/ advocacy</td>
<td>Utilize leadership/advocacy, knowledge, skills, and behavior in service and professional contexts.</td>
</tr>
<tr>
<td>and behavior.</td>
<td></td>
</tr>
<tr>
<td>Submission of research and creative work to applicable scholarly</td>
<td>Write and submit scholarly and creative work to appropriate outlets.</td>
</tr>
<tr>
<td>and interest groups on local, regional, and national levels.</td>
<td></td>
</tr>
</tbody>
</table>

Bachelor of Arts with a Major in Broadcasting

The Media Service Concentration is Required of all BA in Broadcasting majors.

General Education
General Education Courses 38-40
Required Core
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 099</td>
<td>Recitals</td>
<td>0</td>
</tr>
<tr>
<td>COMM 120</td>
<td>Introduction to Broadcasting</td>
<td>3</td>
</tr>
<tr>
<td>COMM 218</td>
<td>Public Relations Principles</td>
<td>3</td>
</tr>
<tr>
<td>COMM 225</td>
<td>Audio Production I</td>
<td>3</td>
</tr>
<tr>
<td>COMM 244</td>
<td>Reporting and Feature Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 354</td>
<td>Special Events Planning</td>
<td>3</td>
</tr>
<tr>
<td>COMM 360</td>
<td>Video Production I</td>
<td>3</td>
</tr>
<tr>
<td>COMM 392</td>
<td>Junior Project</td>
<td>1</td>
</tr>
<tr>
<td>COMM 412</td>
<td>Communication Law</td>
<td>3</td>
</tr>
<tr>
<td>COMM 492</td>
<td>Senior Project</td>
<td>3</td>
</tr>
</tbody>
</table>

**Options:**

Select one of the following options: 18

**Public Relations Option**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 221</td>
<td>PR &amp; Media Writing</td>
</tr>
<tr>
<td>COMM 324</td>
<td>Community Relations</td>
</tr>
<tr>
<td>COMM 325</td>
<td>Campaigns and Strategies</td>
</tr>
<tr>
<td>COMM 425</td>
<td>Crisis Communication</td>
</tr>
</tbody>
</table>

Select two of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 219</td>
<td>Mass Media and Society</td>
</tr>
<tr>
<td>COMM 220</td>
<td>Broadcast Advertising &amp; Applications</td>
</tr>
<tr>
<td>COMM 322</td>
<td>Media Sales and Analysis</td>
</tr>
</tbody>
</table>

**News Writing Option**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 112</td>
<td>Computer Graphics</td>
</tr>
<tr>
<td>ART 280</td>
<td>Traditional Photography</td>
</tr>
<tr>
<td>COMM 224</td>
<td>Publication Makeup &amp; Design</td>
</tr>
<tr>
<td>COMM 344</td>
<td>Investigative Reporting</td>
</tr>
</tbody>
</table>

Select two of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART 213</td>
<td>Graphic Design I</td>
</tr>
<tr>
<td>ART 323</td>
<td>Illustration Techniques</td>
</tr>
<tr>
<td>COMM 219</td>
<td>Mass Media and Society</td>
</tr>
</tbody>
</table>

**Production Option**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 326</td>
<td>Media Announcing</td>
</tr>
<tr>
<td>COMM 361</td>
<td>Broadcast News Writing</td>
</tr>
<tr>
<td>COMM 362</td>
<td>Broadcast News Gathering</td>
</tr>
<tr>
<td>COMM 460</td>
<td>Video Production II</td>
</tr>
</tbody>
</table>

Select two of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 212</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>COMM 219</td>
<td>Mass Media and Society</td>
</tr>
<tr>
<td>COMM 220</td>
<td>Broadcast Advertising &amp; Applications</td>
</tr>
<tr>
<td>COMM 322</td>
<td>Media Sales and Analysis</td>
</tr>
<tr>
<td>COMM 344</td>
<td>Investigative Reporting</td>
</tr>
</tbody>
</table>

**THEA 161**

Acting I

**Second Major or Minor/Concentration(s)**

37

**Total Hours**

118-120

**Communication Program Goals and Outcomes**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic knowledge of historical, theoretical, critical areas of</td>
<td>Identify, analyze and explain concepts of historical, theoretical, and critical nature appropriate to their respective study of communication.</td>
</tr>
<tr>
<td>communication.</td>
<td></td>
</tr>
<tr>
<td>Basic knowledge and skills associated with production</td>
<td>Select applicable communication components, arrange them in a effective organizational pattern, and perform in appropriate venues.</td>
</tr>
<tr>
<td>elements of communication events.</td>
<td></td>
</tr>
</tbody>
</table>
Basic knowledge and skills associated with leadership/advocacy and behavior.

Utilize leadership/advocacy, knowledge, skills and behavior in service and professional contexts.

Submission of research and creative work to applicable scholarly and interest groups on local, regional, and national levels.

Write and submit scholarly and creative work to appropriate outlets.

**Bachelor of Arts with a Major in Communication**

**General Education**

<table>
<thead>
<tr>
<th>General Education Course Requirements</th>
<th>38-40</th>
</tr>
</thead>
</table>

**Required Core**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 099</td>
<td>Recitals</td>
</tr>
<tr>
<td>COMM 212</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>COMM 218</td>
<td>Public Relations Principles</td>
</tr>
<tr>
<td>COMM 392</td>
<td>Junior Project</td>
</tr>
<tr>
<td>COMM 492</td>
<td>Senior Project</td>
</tr>
<tr>
<td>COMM 210</td>
<td>Advanced Public Speaking</td>
</tr>
<tr>
<td>COMM 311</td>
<td>Oral Interpretation</td>
</tr>
<tr>
<td>COMM 315</td>
<td>Persuasion &amp; Argumentation</td>
</tr>
<tr>
<td>COMM 316</td>
<td>Group Dynamics</td>
</tr>
<tr>
<td>COMM 324</td>
<td>Community Relations</td>
</tr>
<tr>
<td>COMM 413</td>
<td>Gender Communication</td>
</tr>
<tr>
<td>COMM 425</td>
<td>Crisis Communication</td>
</tr>
</tbody>
</table>

Select six credits from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>COMM 281</td>
<td>Reporting &amp; Editing</td>
</tr>
<tr>
<td>COMM 283</td>
<td>TV Activities</td>
</tr>
<tr>
<td>COMM 284</td>
<td>Radio Activities</td>
</tr>
<tr>
<td>COMM 285</td>
<td>Communication Arts Activities</td>
</tr>
<tr>
<td>COMM 286</td>
<td>Promotions Activities</td>
</tr>
</tbody>
</table>

Second Major/Minor/Concentration(s) and remaining electives

| 37 |

**Total Hours**

| 118-120 |

**Theatre Arts Program Goals and Outcomes**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic knowledge of historical, theoretical, critical areas of theatre.</td>
<td>Identify, analyze, and explain concepts of historical, theoretical, and critical nature appropriate to their respective study of theatre.</td>
</tr>
<tr>
<td>Basic knowledge and skills associated with production elements of theoretical performance.</td>
<td>Select applicable communication components, arrange them in an effective organizational pattern, and perform in appropriate venues.</td>
</tr>
<tr>
<td>Basic knowledge and skills associated with leadership/advocacy and behavior.</td>
<td>Utilize leadership/advocacy, knowledge, skills and behavior in service and professional contexts.</td>
</tr>
<tr>
<td>Submission of research and creative work to applicable scholarly and interest groups on local, regional and national levels.</td>
<td>Write and submit scholarly and creative work to appropriate outlets.</td>
</tr>
</tbody>
</table>

**Bachelor of Arts with a Major in Theatre Arts**

**General Education**

<table>
<thead>
<tr>
<th>General Education Course Requirements</th>
<th>38-40</th>
</tr>
</thead>
</table>

**Required Core**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>COMM 099</td>
<td>Recitals</td>
</tr>
<tr>
<td>COMM 392</td>
<td>Junior Project</td>
</tr>
<tr>
<td>COMM 492</td>
<td>Senior Project</td>
</tr>
<tr>
<td>THEA 120</td>
<td>Intro to Drama Lit &amp; Analysis</td>
</tr>
<tr>
<td>THEA 161</td>
<td>Acting I</td>
</tr>
<tr>
<td>Course</td>
<td>Description</td>
</tr>
<tr>
<td>--------</td>
<td>-------------</td>
</tr>
<tr>
<td>THEA 201</td>
<td>Theatre Practicum (Must be taken 6 times)</td>
</tr>
<tr>
<td>THEA 270</td>
<td>Stagecraft</td>
</tr>
<tr>
<td>THEA 275</td>
<td>Production Design</td>
</tr>
<tr>
<td>THEA 297</td>
<td>Internship</td>
</tr>
<tr>
<td>THEA 301</td>
<td>Movement I</td>
</tr>
<tr>
<td>THEA 350</td>
<td>Theatre History, Criticism &amp; Literature I</td>
</tr>
<tr>
<td>THEA 361</td>
<td>Acting II</td>
</tr>
<tr>
<td>THEA 385</td>
<td>Directing</td>
</tr>
</tbody>
</table>

Select 9 credits from the following:
- THEA 302: Movement II
- THEA 351: Theatre History, Criticism, & Literature II
- THEA 386: Playwriting
- THEA 450: Contemporary Drama
- THEA 480: Advanced Theatre Performance

Second Major/Minor/Concentration(s) and remaining electives: 38

Total Hours: 120-122

1. Students must use THEA 110 Introduction to Theatre Arts to fulfill one of their Humanities General Education requirements.

### Communication Arts Minor (Teaching)

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 099</td>
<td>Recitals</td>
<td>0</td>
</tr>
<tr>
<td>COMM 285</td>
<td>Communication Arts Activities</td>
<td>3</td>
</tr>
<tr>
<td>THEA 201</td>
<td>Theatre Practicum</td>
<td>3</td>
</tr>
<tr>
<td>COMM 311</td>
<td>Oral Interpretation</td>
<td>3</td>
</tr>
<tr>
<td>COMM 315</td>
<td>Persuasion &amp; Argumentation</td>
<td>3</td>
</tr>
<tr>
<td>COMM 390</td>
<td>Communication Arts Methods</td>
<td>4</td>
</tr>
<tr>
<td>COMM 392</td>
<td>Junior Project</td>
<td>1</td>
</tr>
<tr>
<td>THEA 161</td>
<td>Acting I</td>
<td>3</td>
</tr>
<tr>
<td>THEA 270</td>
<td>Stagecraft</td>
<td>3</td>
</tr>
<tr>
<td>THEA 385</td>
<td>Directing</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one from the following:
- THEA 350: Theatre History, Criticism & Literature I
- THEA 351: Theatre History, Criticism, & Literature II
- THEA 450: Contemporary Drama

Total Hours: 26

### Communication Arts Minor (Non-Teaching)

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 099</td>
<td>Recitals</td>
<td>0</td>
</tr>
<tr>
<td>COMM 285</td>
<td>Communication Arts Activities</td>
<td>3</td>
</tr>
<tr>
<td>THEA 201</td>
<td>Theatre Practicum</td>
<td>3</td>
</tr>
<tr>
<td>COMM 392</td>
<td>Junior Project</td>
<td>1</td>
</tr>
</tbody>
</table>

Select one of the following:
- COMM 210: Advanced Public Speaking
- COMM 311: Oral Interpretation
- THEA 110: Introduction to Theatre Arts

COMM/THEA Electives: 17

Total Hours: 24

Theatre Arts Minor
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEA 110</td>
<td>Introduction to Theatre Arts</td>
<td>3</td>
</tr>
<tr>
<td>THEA 120</td>
<td>Intro to Drama Lit &amp; Analysis</td>
<td>3</td>
</tr>
<tr>
<td>THEA 161</td>
<td>Acting I</td>
<td>3</td>
</tr>
<tr>
<td>THEA 270</td>
<td>Stagecraft</td>
<td>3</td>
</tr>
<tr>
<td>THEA 275</td>
<td>Production Design</td>
<td>3</td>
</tr>
<tr>
<td>THEA 301</td>
<td>Movement I</td>
<td>3</td>
</tr>
<tr>
<td>THEA 361</td>
<td>Acting II</td>
<td>3</td>
</tr>
<tr>
<td>THEA 201</td>
<td>Theatre Practicum 1</td>
<td>2</td>
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<tr>
<td></td>
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<td></td>
<td><strong>Total Hours</strong></td>
<td><strong>23</strong></td>
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</table>

**Broadcasting Concentration**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 120</td>
<td>Introduction to Broadcasting</td>
<td>3</td>
</tr>
<tr>
<td>COMM 225</td>
<td>Audio Production I</td>
<td>3</td>
</tr>
<tr>
<td>COMM 360</td>
<td>Video Production I</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Select two of the following:</td>
<td></td>
</tr>
<tr>
<td>COMM 283</td>
<td>TV Activities</td>
<td></td>
</tr>
<tr>
<td>COMM 284</td>
<td>Radio Activities</td>
<td></td>
</tr>
<tr>
<td>COMM 286</td>
<td>Promotions Activities</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Hours</strong></td>
<td><strong>11</strong></td>
</tr>
</tbody>
</table>

**Dance and Creative Movement Concentration**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEA 161</td>
<td>Acting I</td>
<td>3</td>
</tr>
<tr>
<td>THEA 301</td>
<td>Movement I</td>
<td>3</td>
</tr>
<tr>
<td>THEA 302</td>
<td>Movement II</td>
<td>3</td>
</tr>
<tr>
<td>THEA 303</td>
<td>Musical Theatre Dance</td>
<td>3</td>
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<tr>
<td></td>
<td><strong>Total Hours</strong></td>
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**Print Communications Concentration**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 244</td>
<td>Reporting and Feature Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 224</td>
<td>Publication Makeup &amp; Design</td>
<td>3</td>
</tr>
<tr>
<td>COMM 344</td>
<td>Investigative Reporting</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Select three of the following:</td>
<td></td>
</tr>
<tr>
<td>COMM 281</td>
<td>Reporting &amp; Editing</td>
<td></td>
</tr>
<tr>
<td>COMM 286</td>
<td>Promotions Activities</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Hours</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

**Public Relations Concentration**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 218</td>
<td>Public Relations Principles</td>
<td>3</td>
</tr>
<tr>
<td>COMM 221</td>
<td>PR &amp; Media Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 325</td>
<td>Campaigns and Strategies</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Select three credits of the following:</td>
<td></td>
</tr>
<tr>
<td>COMM 120</td>
<td>Introduction to Broadcasting</td>
<td></td>
</tr>
<tr>
<td>COMM 210</td>
<td>Advanced Public Speaking</td>
<td></td>
</tr>
<tr>
<td>COMM 219</td>
<td>Mass Media and Society</td>
<td></td>
</tr>
<tr>
<td>COMM 220</td>
<td>Broadcast Advertising &amp; Applications</td>
<td></td>
</tr>
<tr>
<td>COMM 286</td>
<td>Promotions Activities</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Hours</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

**Media Service Concentration**

This Concentration is required of all Broadcasting Majors
Elect 6 Credits from the following

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 475</td>
<td>Broadcast Production</td>
</tr>
<tr>
<td>COMM 497</td>
<td>Broadcast Practicum</td>
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</table>

Elect 4 Credits from the following

<table>
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<tbody>
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<td>COMM 281</td>
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</tr>
<tr>
<td>COMM 283</td>
<td>TV Activities</td>
</tr>
<tr>
<td>COMM 284</td>
<td>Radio Activities</td>
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</table>

2nd Time Taking the Class

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 354</td>
<td>Special Events Planning</td>
</tr>
</tbody>
</table>

Total Hours 13

**Sportscasting Concentration**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>COMM 283</td>
<td>TV Activities</td>
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<td>COMM 326</td>
<td>Media Announcing</td>
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<td>COMM 328</td>
<td>Play by Play Communication</td>
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<td>COMM 329</td>
<td>Sports Television Production</td>
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<td>COMM 397</td>
<td>Communication Arts Practicum</td>
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Total Hours 12

**Communication Arts (Theatre) Concentration**

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<th>Course</th>
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<th>Credits</th>
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<td>THEA 110</td>
<td>Introduction to Theatre Arts</td>
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<tr>
<td>THEA 161</td>
<td>Acting I</td>
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<td>THEA 222</td>
<td>Make-Up</td>
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<td>THEA 270</td>
<td>Stagecraft</td>
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<td>THEA 350</td>
<td>Theatre History, Criticism &amp; Literature I</td>
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<tr>
<td>THEA 351</td>
<td>Theatre History Criticism,&amp; Literature II</td>
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<td>THEA 385</td>
<td>Directing</td>
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<tr>
<td>THEA 450</td>
<td>Contemporary Drama</td>
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Select from the following 9

Total Hours 12

**Communication Arts (Speech) Concentration**

Select from the following 12

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<tr>
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<tr>
<td>COMM 210</td>
<td>Advanced Public Speaking</td>
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<tr>
<td>COMM 212</td>
<td>Interpersonal Communication</td>
</tr>
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<td>COMM 311</td>
<td>Oral Interpretation</td>
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<tr>
<td>COMM 315</td>
<td>Persuasion &amp; Argumentation</td>
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<td>COMM 316</td>
<td>Group Dynamics</td>
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Total Hours 12