

Speech Communication

The speech communication major, which encompasses both communication theory and rhetorical arts, has two primary educational goals: (1) to develop students' ability to communicate with others and (2) to educate students to effectively evaluate the communication of others.

ACADEMIC TRACK > RHETORICAL STUDIES

Citizens of the twenty-first century must understand how communication offers opportunities, obligations, and risks in our social and political culture. This academic track teaches students to adopt a rhetorical and critical perspective toward life. This academic focus emphasizes the use of language to construct social reality. It attempts to develop a student's ability to analyze communication in different social, political, and organizational settings. This track emphasizes rhetoric's role in creating socio/political understanding and debate. There is also a focus on the ethical use of rhetoric in this academic specialization.

This academic track is valuable for students who seek a greater understanding of the rhetorical processes at work in our culture. This track is useful for students interested in graduate degrees in communication or law. Additionally, this specialization offers a valuable education for those students interested in leadership roles in civic life, community organizations, and/or social and political movements.

SPEECH COMMUNICATION COURSES: (37 HOURS)

REQUIRED COURSES: (7 HOURS)

- Spch 080: Speech Seminar (0 hrs)
- Spch 320: Theories of Human Communication (3 hrs)
- Spch 330: Rhetoric of Western Thought (3 hrs)
- Spch 550: Senior Colloquium (1 hr)

RHETORICAL STUDIES COURSES: (15 HOURS)

- Spch 325: Argumentation and Debate (3 hrs)
- Spch 331: Criticism of Public Discourse (3 hrs)
- Spch 430: Freedom of Speech (3 hrs)
- Spch 432: The Rhetoric of the American Presidency (3 hrs)
- Spch 434: Rhetoric and Social Movements (3 hrs)
- Spch 435: Political Communication (3 hrs)
- Spch 460: Rhetoric of the Sixties (3 hrs)
- Spch 470: Rhetoric of Community Building (3 hrs)
- Spch 480: Intercultural Communication (3 hrs)
- Spch 526: Persuasion (3 hrs)
- Spch 535: Communication and Leadership (3 hrs)

SPEECH COMMUNICATION ELECTIVES: (15 HRS)

Notice of nondiscrimination

Kansas State University is committed to nondiscrimination on the basis of race, sex, national origin, disability, religion, age, sexual orientation, or other nonmerit reasons, in admissions, educational programs, or activities and employment (including employment of disabled veterans and veterans of the Vietnam Era), as required by applicable laws and regulations. Responsibility for coordination of compliance efforts and receipt of inquiries concerning Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, and the Americans With Disabilities Act of 1990 has been delegated to Clyde Howard, director of Affirmative Action, Kansas State University, 214 Anderson Hall, Manhattan, KS 66506-0124, 785-532 6220 or 785-532-4807 (TTY).

RHETORICAL

RELATED MAJORS / MINORS

- > PHILOSOPHY
- > LEADERSHIP STUDIES
- > PRIMARY TEXTS
- > ENGLISH

FOR MORE INFORMATION:

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ACADEMIC TRACKS LEGAL COMMUNICATION

Law is fundamentally a profession about research and communication. The practice of law involves researching case law, constructing arguments, and persuading others. It demands the ability to clearly construct, present and analyze arguments. With a field so steeped in verbal and nonverbal skill requirements, a background in communication can serve as an effective foundation for a career in law. Communication training, or a degree in communication, is extremely useful for admission to law schools, as well as providing skills for use after law school. It is also valuable to paralegals and legal secretaries. This communication specialization is intended for students who are interested in some aspect of the legal profession ranging from attorneys to those who work with attorneys and the courts.

SPEECH COMMUNICATION COURSES: (37 HOURS)

REQUIRED COURSES: (7 HOURS)

Spch 080: Speech Seminar (0 hrs)
 Spch 320: Theories of Human Communication (3 hrs)
 Spch 330: Rhetoric of Western Thought (3 hrs)
 Spch 550: Senior Colloquium (1 hr)

LEGAL COMMUNICATION COURSES: (15 HOURS)

Spch 321: Public Speaking II (3 hrs)
 Spch 322: Interpersonal Communication (3 hrs)
 Spch 323: Nonverbal Communication (3 hrs)
 Spch 325: Argumentation and Debate (3 hrs)
 Spch 331: Criticism of Public Discourse (3 hrs)
 Spch 430: Freedom of Speech (3 hrs)
 Spch 450: Special Topics: Legal Communication (3 hrs)
 Spch 480: Intercultural Communication (3 hrs)
 Spch 526: Persuasion (3 hrs)

SPEECH COMMUNICATION ELECTIVES: (15 HRS)

POTENTIAL CAREERS

- > ATTORNEY JURY CONSULTANT
- > PARALEGAL
- > LEGAL SECRETARY
- > RESEARCH SPECIALIST
- > LEGAL BRIEF WRITER

RELATED MAJORS / MINORS

- > POLITICAL SCIENCE
- > PHILOSOPHY
- > ENGLISH

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ACADEMIC TRACKS POLITICAL COMMUNICATION

Politics depends on communication. Political leaders employ the arts and sciences of communication to mobilize publics, negotiate policy, effect public opinion, maintain relations with other nations and, of course, win votes. Citizen leaders must also understand political communication if they are to be participants in democracy. This communication specialization focuses on the role of communication in the political processes of modern democracies, and especially on the ways public officials, candidates, and citizens interact through interpersonal and mass communication modes. This specialization is intended for students who are interested in elective politics, political organizing and consulting, policy analysis and research work for public interest groups and other not-for-profit organizations.

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REQUIRED COURSES: (7 HOURS)

- Spch 080: Speech Seminar (0 hrs)
- Spch 320: Theories of Human Communication (3 hrs)
- Spch 330: Rhetoric of Western Thought (3 hrs)
- Spch 550: Senior Colloquium (1 hr)

POLITICAL COMMUNICATION RELATED COURSES: (15 HOURS)

- Spch 321: Public Speaking II (3 hrs)
- Spch 432: The Rhetoric of the American Presidency (3 hrs)
- Spch 434: Rhetoric and Social Movements (3 hrs)
- Spch 435: Political Communication (3 hrs)
- Spch 450: Special Topics: Speechwriting (3 hrs)
- Spch 460: Rhetoric of the 60s (3 hrs)
- Spch 480: Intercultural Communication (3 hrs)
- Spch 526: Persuasion Theory (3 hrs)
- Spch 535: Communication and Leadership (3 hrs)

SPEECH COMMUNICATION ELECTIVES: (15 HRS)

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POLITICAL

POTENTIAL CAREERS

- › ELECTED POLITICIAN
- › LOBBYIST
- › POLITICAL CONSULTANT
- › POLITICAL CAMPAIGN MANAGER
- › SPEECH WRITER

RELATED MAJORS / MINORS

- › POLITICAL SCIENCE
- › LEADERSHIP MINOR
- › JOURNALISM/MASS COMMUNICATION

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ACADEMIC TRACKS

ORGANIZATIONAL COMMUNICATION

The success of any organization – from a neighborhood group to a multinational corporation – depends on effective communication. In fact, effective communication is the #1 ability organizations look for in their employees. Organizations need members skilled in the basic communicative processes of persuasion, team building, problem solving, information transfer, negotiation and leadership. Organizations also look for employees sensitive to and able to communicate with diverse individuals. This academic track includes courses that develop communication skills as well as courses that examine communication processes in a variety of organizational contexts. It also includes courses that focus on the challenges associated with information management, cultural diversity and image-building. This communication specialization will interest students who wish to work for profit or not-for-profit organizations and those students who seek to assume leadership positions in their local community.

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REQUIRED COURSES: (7 HOURS)

- Spch 080: Speech Seminar (0 hrs)
- Spch 320: Theories of Human Communication (3 hrs)
- Spch 330: Rhetoric of Western Thought (3 hrs)
- Spch 550: Senior Colloquium (1 hr)

ORGANIZATIONAL COMMUNICATION COURSES: (15 HOURS)

- Spch 311: Business and Professional Speaking (3 hrs)
- Spch 322: Interpersonal Communication (3 hrs)
- Spch 326: Small Group Discussion Methods (3 hrs)
- Spch 328: Professional Interviewing (3 hrs)
- Spch 425: Theories of Organizational Communication (3 hrs)
- Spch 470: Language of Community Building (3 hrs)
- Spch 480: Intercultural Communication (3 hrs)
- Spch 526: Persuasion (3 hrs)
- Spch 535: Communication and Leadership (3 hrs)

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ORGANIZATIONAL

POTENTIAL CAREERS

- › PERSONNEL MANAGER
- › SALES REPRESENTATIVE
- › COMMUNICATION TRAINER
- › HUMAN RESOURCES OFFICER
- › BUSINESS MANAGER
- › COMMUNICATION FOR NON-PROFITS

RELATED MAJORS / MINORS

- › INDUSTRIAL PSYCHOLOGY
- › BUSINESS-RELATED MAJORS

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ACADEMIC TRACKS RELATIONAL COMMUNICATION

Our lives are spent in relationships with others. Most people are born into a family, form friendships, join work groups and begin romantic attachments that sometimes lead to new families. This academic track focuses on the communication processes within these personal relationships – relationships in the family, romantic relationships, and in caring and therapeutic relationships. The communication specialization is intended for students who are interested in the psychological foundations of human communication, as well as students interested in the helping/therapy professions (e.g. healthcare, community service, and counseling).

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REQUIRED COURSES: (7 HOURS)

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- Spch 320: Theories of Human Communication (3 hrs)
- Spch 330: Rhetoric of Western Thought (3 hrs)
- Spch 550: Senior Colloquium (1 hr)

RELATIONAL COMMUNICATION COURSES: (15 HOURS)

- Spch 322: Interpersonal Communication (3 hrs)
- Spch 323: Nonverbal Communication (3 hrs)
- Spch 326: Small Group Discussion Methods (3 hrs)
- Spch 328: Professional Interviewing (3 hrs)
- Spch 450: Special Topics: Gender Communication(3 hrs)
- Spch 480: Intercultural Communication (3 hrs)
- Spch 526: Persuasion (3 hrs)

SPEECH COMMUNICATION ELECTIVES: (15 HRS)

POTENTIAL CAREERS

- › SOCIAL SERVICES
- › RELIGIOUS CLERGY
- › HOSPITAL INFORMATION OFFICER
- › YOUTH WORKER
- › COUNSELING
- › PRE-HEALTH CAREER

RELATED MAJORS / MINORS

- › PSYCHOLOGY
- › DRAMA THERAPY
- › SOCIAL WORK
- › FAMILY STUDIES/
HUMAN SERVICES

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