

# 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 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.

### 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)

#### 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)

#### 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).

POLITICAL

#### POTENTIAL CAREERS

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

#### RELATED MAJORS / MINORS

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

#### FOR MORE INFORMATION:

Dr. David E. Procter  
129 Nichols Hall  
Speech Communication,  
Theatre and Dance  
Kansas State University  
Manhattan, KS 66506  
Email: [dprocter@ksu.edu](mailto:dprocter@ksu.edu)  
Phone: 785.532.6875