

Communication Studies

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✂ THE Department of Communication Studies offers a major in communication studies. The communication studies major includes courses in such areas as rhetoric, argumentation and debate, communication theory, and the history and criticism of public address.

The Vanderbilt University Varsity Debate Team competes at national and regional levels. A full program of intercollegiate debate is available for students who choose to participate in forensics.

Program of Concentration in Communication Studies

Communication studies explores purposive human communication. The Department of Communication Studies is particularly devoted to an understanding of public discourse in the broadest sense, with an emphasis on the role of persuasion in civil society. To that end the subjects of study range from political discourse to commercial advertisement, from the history of rhetoric to the impact of mass media, from criticism of American public oratory to issues of freedom of speech. The department offers courses involving practice, criticism, and theoretical analysis. Education in these areas has traditionally produced citizen advocates who enter public life in business, law, journalism, and communication.

A major in communication studies requires 36 hours of course work. No more than 9 hours of 100-level courses may count toward the major. While students are permitted to use communication-related courses in other departments as part of the major, at least 24 of the 36 hours must be in communication studies. Communication Studies 280 cannot be included as part of the 24-hour minimum. The requirements and options for the major are as follows.

1. Communication Studies 100 (required)
2. At least one of the following courses in performance: 200, 201, 202, 204.
3. At least three of the following courses in criticism and theory: 210, 220, 221, 222, 241, 257.
4. At least three of the following courses in applications and analysis: 101, 115F, 223, 224, 226, 235, 237, 242, 243, 250, 254, 289, 294, 290, 295, 296.

The remainder of the 36 hours may be selected from the courses listed above or from the following:

Communication Studies: 280a–280b, Internship. English: 120W, Intermediate Composition; 200, Intermediate Non-Fiction Writing; 201, Advanced Non-Fiction Writing. Managerial Studies: 190, Principles of Marketing; 191, Advanced Marketing. Philosophy: 102, General Logic; 202, Formal Logic; 246, Philosophy of Language. Political Science: 241, American Public Opinion and Voting Behavior; 242, Political Communication. Psychology: 225, Cognitive Psychology; 231, Social Psychology. Sociology: 247, Human Behavior in Organizations; 248, Popular Culture Dynamics; 249, American Social Movements.

Minor in Communication Studies

A minor in communication studies requires completion of 18 hours from the following requirements and options in communication studies courses:

Required: 100 and either 210 or 222.

Any three of the following: 220, 221, 223, 224, 228, 235, 241, 242, 244.

One of the following: 200, 201, 204.

099. Commons Seminar. Topics vary. [1] (No AXLE Credit)

100. Fundamentals of Public Speaking. Theory and practice in speaking before an audience. Problems of preparation, content, organization, language, and delivery are treated. FALL, SPRING. [3] Staff. (HCA)

101. Interpersonal Communication. A study of both the theory and application of verbal and nonverbal communication as they occur in relatively unstructured person-to-person and small group settings. FALL, SPRING. [3] Kenner. (SBS)

115F. First-Year Writing Seminar. Topics vary. FALL, SPRING. [3]

200. Argumentation and Debate. A course in the practice of debate examining argumentation theory. Emphasis on forms of reasoning and use of evidence in debate. Prerequisite: 100. FALL. [3] Sandoz. (HCA)

201. Persuasion. The theory and practice of persuasion with particular emphasis on speech composition, the use of language and its relationship to oral style, structure, and the relationship of structure to the process of speech preparation. Prerequisite: 100. FALL, SPRING. [3] English, Kovalcheck. (HCA)

202. Small Group Communication. An introduction to the theory and practice of purposeful leadership and participation in group, committee, conference, and public discussion. Not available on a P/F basis. SPRING. [3] Kenner. (SBS)

204. Organizational and Managerial Communication. Theory and practice of communication in relation to organizations and management with application to leadership, values and ethics, organizational communication theory, and organizational conflict. Prerequisite: 100. FALL. [3] English. (HCA)

210. Rhetoric and Civic Life. Public discourse and the duties and prerogatives of citizenship. Theory, models, and criticism of rhetoric and oratory in their deliberative, forensic, and epideictic settings. FALL, SPRING. [3] Kovalcheck, Dow. (HCA)

220. Rhetoric of the American Experience, 1640–1865. A critical and historical examination of the methods and effects of public debate and other attempts to influence the attitudes, affective response, and behavior of the American people. Attention to the rhetorical

features of selected issues and speakers from colonial times through the Civil War. SPRING. [3] Beasley. (US)

221. Rhetoric of the American Experience, 1865 to the Present. A critical and historical examination of the methods and effects of public debate and other attempts to influence the attitudes, affective response, and behavior of the American people. Attention to the rhetorical features of selected issues and speakers from 1865 to the present. FALL, SPRING. [3] Stob, Dow. (US)

222. The Rhetorical Tradition. Development of rhetorical concepts from classical Greece to the present. Significant rhetoricians and texts. The impact of context on rhetoric. SPRING. [3] Kovalcheck. (HCA)

223. Values in Modern Communication. An examination of values, explicit and implicit, in communication situations in modern American society. The course begins with the discovery and analysis of values and applies this process to technological innovation and rhetorical choice, interpersonal communication, advertising and consumerism, and mass-media persuasion. FALL. [3] Kovalcheck. (P)

224. Rhetoric of Social Movements. The role of communication in the creation, development, and function of social movements. The analysis of specific rhetorical acts. The study of the arguments, patterns of persuasion, and communication strategies of selected social movements. SPRING. [3] Stob. (US)

226. Women, Rhetoric, and Social Change. Reform rhetoric of American women from 1790 to 1920. Historical influences on women's social activism and emergence on the public platform; rhetorical issues facing women speakers. Rhetorical strategies used by them as advocates for education, labor, abolition, temperance, and the Woman Suffrage Movement. SPRING. [3] Dow. (US)

228. Rhetoric and Public Memory. Rhetorical artifacts that constitute public collective past. Productions of memory, constructions of the past, community and protest, rhetorical, political, and cultural implications. [3] Staff. (US) (Not currently offered)

235. Communicating Gender. Dominant modes of communicating gender ideology. Effects on policy, politics, and popular culture. Includes theories of rhetoric, gender, sexuality, race, and social class. FALL. [3] King. (P)

237. The Communication of Science, Engineering, and Technology. Communicating technical research to the nontechnical public. The effects of public influence on research funding in America. Study of written and oral communication and the importance of creating an informed audience for technical innovation. FALL. [3] Chappell. (HCA)

241. Rhetoric of Mass Media. A study of the nature, effects, reasons for the effects, ethics, regulation, and criticism of contemporary mass media communication. Political causes, news reporting, commercial advertising, and similar sources of rhetoric are included. FALL, SPRING. [3] King. (HCA)

242. Communication, Culture, and Consciousness. The relationship between the primary means of communication in a culture and its influence on knowledge and subjectivity. Orality, literacy, print and electronic communication, with a focus on postmodern aesthetics. [3] Sloop, King. (P)

243. Cultural Rhetorics of Film. Film as rhetorical response to historical and cultural change. Filmic treatment of historical trauma; related genres, such as horror and melodrama. [3] King. (HCA)

244. Politics and Mass Media. Impact of mass-mediated communication on U.S. electoral politics. Pragmatic and ethical influences on the dissemination of information to voters during campaigns. FALL. [3] Beasley. (HCA)

250. The Visionary Rhetoric of Winston Churchill. Critical exploration of Winston Churchill's public discourse. Emphasis on speeches resisting European appeasement of Nazi Germany, and the speeches of the second World War. Course is held in London to experience the lived sites of Churchill's invention and performance. MAY. [3] English. (HCA)

254. Methods of Rhetorical Analysis. Application of methods of rhetorical analysis to the practice of criticism. Critical perspectives to be explored include those of Burke, Leff, Lucaites, Fisher, Osborn, Griffin, Campbell, and Jamieson. [3] Staff. (HCA)

257. Contemporary Rhetorical Theory. Exploration of contemporary themes in the investigation of rhetoric. Examination of the number of ways in which "rhetoric" can be represented in contemporary theory and the implications of theory. Theoretical models will include both modern and post-structural perspectives. [3] Staff. (HCA)

280a–280b. Internship. Background readings and research in CMST 280a will be completed concurrently with the work of the internship. Students may not enroll in 280b without a minimum of 3 hours in 280a. A 3.00 grade point average, and at least 6 hours (2 courses) in Communication Studies from among the following classes: 210, 220, 221, 222, 223, 224, 235, 241, 242, and prior departmental approval are required.

280a. Internship Research and Readings. FALL, SPRING. [1–6] (No AXLE Credit)

280b. Internship Training. Offered on a Pass/Fail basis only and must be taken concurrently with 280a. Hours of 280b will not count toward the Communication Studies major or minor. FALL, SPRING. [1–9] (No AXLE Credit)

289. Independent Study. A research project in rhetorical criticism to be arranged with the individual instructor. Designed for students who have taken either 220 or 221. FALL, SPRING. [Variable credit: 1–3; may be repeated to a maximum of 6 credits in 289, 290 combined] Staff. (No AXLE Credit)

290. Directed Readings. Supervised reading and writing in a selected field of the discipline under the guidance of a faculty supervisor. Consent of both the faculty supervisor and the director of undergraduate studies required. Normally open only to majors in communication studies. FALL, SPRING. [3, not to exceed total of 6 in 289, 290 combined.] Staff. (No AXLE Credit)

294. Selected Topics in Communication Studies. May be repeated for credit if there is no duplication of topics. SPRING. [3] Staff. (No AXLE Credit)

295–296. Seminars in Selected Topics. Topics of special interest as announced in the *Schedule of Courses*. May be repeated for credit, but no more than 6 hours may be earned for 295 and 296 combined. Prerequisite: 15 hours of Communication Studies. [3–3] Staff. (No AXLE Credit)