

Speech Communication Curricular Alignment

The following two tables summarize the contribution different Speech Communication courses make to achieving the overall program goals. The results are based on a survey of the faculty teaching each course, done in Spring , 2004. Courses cross-listed into Speech Communication but taught entirely by faculty of other programs were not included.

The results reveal the following areas of strength:

1. Each major program goal is featured as a central goal in at least one required course, with the exception of History of Public Address (program goal A5), Listening (B2), and Critical Thinking (C1). The last, while not a central goal of any required course, receives substantial coverage in almost all. Further, it is strongly covered in three elective "topics" classes: Argumentation & Debate (322), Gender and Communication (323) and Legal Communication (324).
2. Practice of communication skills is strongly emphasized throughout the curriculum; practically every course, even the most theoretically oriented, includes student presentations. This is a hallmark of the Speech Communication major.
3. Sophisticated theoretical approaches to communication—including coverage of the core vocabulary of rhetoric (A1), the construction of social meaning through communication (A2) and the application of these ideas to contemporary problems (A3)—are also emphasized throughout the curriculum.
4. An explicit focus on personal growth—in gaining self-confidence (B3) and through self-reflection (A4)—is another hallmark of the Speech Communication major.

The results also reveal the following areas of concern:

1. Listening (B2) is a central goal for only one course, an entry-level elective (110), although it is featured in some other Speech Communication courses,
2. The History of Public Address (C5) is a central goal for only one elective course, Public Address (416), and is not well represented elsewhere in the curriculum.
3. Other areas of relative weakness include Ethics (A6) and Rhetorical Criticism (C2).
4. Faculty involved in two courses have somewhat divergent goals. In one instance, the course is shared by Speech Communication and English faculty, and oral practice is only required when the Speech faculty is teaching it.

Finally, examination of the curriculum made obvious one implicit fact: that our curriculum is not structured on a linear, prerequisite model, but on a "networked" model. Our upper level courses have few entry requirements, aside from Sp Cm 212, Fundamentals of Public Speaking. Instead, our curriculum is characterized by a few key themes—a core set of terms, a foundational

principle of audience adaptation—which students encounter repeatedly as they proceed at their own pace through our courses.

Key:

1=Central goal of course

2=Substantial goal of course

3=Minor goal of course

•=Disagreement among faculty

Table 1: Required courses

Course Goal	212 Public Speaking	305 Semantics	327 Persuasion	412 Rhetorical Criticism	497 Senior Seminar
A Theory/History					
1 Terms	2	2	2	1	1
2 Meaning	3	1	2	2	2
3 Application	2	1	3	•	2
4 Reflection	•	2		3	1
5 History				2	•
6 Ethics	2	•	1	2	2
B Practice					
1a audience	1		1		3
b argument	2	2	2	3	3
c ethos	1		1	3	2
d organization	1	3	1	2	2
e style	2		2	3	2
f delivery	1	3	2	3	2
2 listening	3	3			3
3 confidence	1	2	3	3	3
C Analysis					
1 Crit Thinking	3	2	2	2	2
2 Rhet Criticism			3	1	2
3 Research			1	2	1

Key:

1=Central goal of course

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Table 2: Elective courses (15 credits total)

Course Goal	110 Listn'g	312 Bus & Prof Spkg	322 Arg & Debate	323 Gender	324 Legal	350 Rhet & Hist	416 Am Public Address	417 Camp'ns
A Theory/History								
1 Terms	3	2	2	•	2	1	2	3
2 Meaning	3	3	3	2	3	2	2	3
3 Application		2	1	1	2	2	3	2
4 Reflection		2	1	1	1	3		2
5 History	2			•			1	3
6 Ethics	2	2	2	•	2	2	•	2
B Practice								
1a audience	1	1	2	3	2	•		2
b argument	2	2	1	•	1	•	2	2
c ethos	2	1	2	•	2	•		2
d organization	3	1	1		1	•	2	2
e style	2	2	•	•	2	•	3	2
f delivery	2	1	2	•	2	•	3	2
2 listening	1	2	3	•	2	•		
3 confidence	3	1	1	1	1	•		
C Analysis								
1 Crit Thinking	2	2	1	1	1	2	2	3
2 Rhet Criticism	3			•		•	2	2
3 Research				3		3	•	3

Speech Communication: Course Catalog Descriptions

Sp Cm 110. Listening. (3–0) Cr. 3. F.S.SS. Theory, principles, and competency development in comprehensive, therapeutic, critical, consumer, and appreciative listening. The impact of listening in relationships and partnerships.

Sp Cm 212. Fundamentals of Public Speaking. (3–0) Cr. 3. F.S.SS. Theory and practice of basic speech communication principles applied to public speaking. Practice in the preparation and delivery of extemporaneous speeches.

Sp Cm 305. Semantics. (3–0) Cr. 3. F.S.SS. Prereq: Engl 105. The study of symbolic processes and how meaning is encoded in words, phrases, sentences, and utterances; discussion of modern theories of meaning; and an exploration of relationships among language, thought and action. Nonmajor graduate credit.

Sp Cm 312. Business and Professional Speaking. (3–0) Cr. 3. F.S.SS. Prereq: 212. Theory, principles, and competency development in the creation of coherent, articulate business and professional oral presentations.

Sp Cm 322. Argumentation, Debate, and Critical Thinking. (3–0) Cr. 3. F.SS. Prereq: 212. Practice in preparing and presenting argumentative and debate speeches; emphasis on critical thinking and ethical and logical duties of the advocate; analysis, evidence, reasoning, attack, defense, research, case construction, and judging.

Sp Cm 323. Gender and Communication. (Same as W S 323.) (3–0) Cr. 3. F. Prereq: 212. The rhetorical strategies women and men use to succeed in oral communication; the theory, principles, and practice of effective gender communication in a variety of settings. Nonmajor graduate credit.

Sp Cm 324. Legal Communication. (3–0) Cr. 3. S. Prereq: 212. Speech communication in the legal system inside and outside the trial process: interviewing and counseling, negotiating and bargaining, voir dire, opening statements, examination of witnesses, closing arguments, judge's instructions, jury behavior, and appellate advocacy. Nonmajor graduate credit.

Sp Cm 327. Persuasion. (3-0) Cr. 3. F.S.SS. Prereq: 212. Examination of persuasive theories, strategies and research in persuasion. Emphasis on application and analysis; logical, emotional, and ethical proofs. Nonmajor graduate credit.

Sp Cm 350. Rhetoric and the History of Ideas. (Same as Engl 350.) See English.

Sp Cm 412. Rhetorical Criticism. (3-0) Cr. 3. S. Prereq: 212 and 6 credits in speech communication. Development of rhetorical theory and practice from Corax to modern times. Application of principles of criticism to current public speaking practices. Nonmajor graduate credit.

Sp Cm 416. American Public Address. (3-0) Cr. 3. S. Relationship between public persuasions and leaders; process of preparing major public addresses; selected speakers and speeches as linked with political or historical events. Nonmajor graduate credit.

Sp Cm 417. Campaign Rhetoric. (Same as Pol S 417.) (3-0) Cr. 3. Alt. F., offered 2006. Prereq: 212. Backgrounds of candidates for state and national elections; selected speeches and issues; persuasive strategies and techniques of individual speakers. Nonmajor graduate credit.

Sp Cm 497. Capstone Seminar. (3-0) Cr. 3. S. Prereq: 15 credits in speech communication; junior or senior classification. Students synthesize relevant theory and research culminating in a capstone project/paper.