

# Communication Studies

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**Chairperson: Scott D'Urso, Ph.D.**

Our ability to communicate defines what it means to be human and is a central feature of our existence. People communicate in a variety of contexts: interpersonal, group, organizational, public and intercultural. This major examines the theories, concepts and skills related to human interaction. The focus is on developing personal communication skills and critiquing the communication practices of others.

The communication studies major explores organizational and managerial communication, family communication, gender and interpersonal communication, multicultural and international communication, argumentation and persuasion. Students have the flexibility to choose a specific area of focus or to combine several in ways that best meet their interests and career plans. Communication Studies majors are prepared for careers in a variety of settings including corporate, political, family and social service agencies, multinational organizations, legal, nonprofit organizations and educational.

## Communication Studies Major

A total of 36 credits of course work must be completed for the major in communication studies.

### Required Courses

COMM 1000	Foundations of Human Communication, Culture and Society	3
CMST 2310	Advanced Public Engagement	3
CMST 3000	Theories in Communication Studies	3
CMST 3120	Interpersonal Communication	3
CMST 3200	Organizational Communication	3
CMST 3300	Persuasion	3
CMST 4997	Communication and Contemporary Issues	3
Advanced Interpersonal Communication Elective:		3
CMST 4110	Family Communication	
CMST 4120	Gender and Communication	
CMST 4130	Communication and Urban Families	
CMST 4140	Intergenerational Communication	
CMST 4150	Communication and Conflict	
CMST 4160	Mediation Theory and Practice	
CMST 4400	Cross-Cultural Communication in the United States	
CMST 4410	Intercultural Communication	
CMST 4500	Health Communication	
Advanced Organizational Communication Studies Elective:		3
CMST 4220	Communication Approaches to Training and Development	
CMST 4230	Managerial Communication	
CMST 4240	Communication, Innovation and Progressive Change	
CMST 4250	Leadership and Communication	
CMST 4260	Communication Technologies in the Workplace	
CMST 4410	Intercultural Communication	
CMST 4500	Health Communication	
CMST 4600	Communication Consulting	
Additional 9 hours of CMST electives not used above.		9
CMST 2000	Small Group Communication	
CMST 2010	Communication Approaches to Interviewing	
CMST 2210	Business and Professional Presentations	
CMST 4310	Ethics in Human Communication	
CMST 4350	Modern Rhetorical Theory and Criticism	
CMST 4810	Directing Speech Activities	
CMST 4953	Seminar in Communication Studies	
CMST 4961	Special Institute/Workshop/Project in Communication Studies	
CMST 4986	Internship in Communication Studies	

CMST 4995	Independent Study in Communication Studies	
CMST 4999	Senior Thesis	
Total Credit Hours		36

Choose one of the following math/scientific reasoning courses. Course does not count as credits in the major. 3-4

BUAD 1560	Introduction to Statistics and Business Analytics	
COSC 1000	Introduction to Computer Science	
MATH 1300	The Nature of Mathematics	
MATH 1700	Modern Elementary Statistics	
PHIL 1000	Logic	
PSYC 2001	Psychological Measurements and Statistics	
SOCI 2060	Social Statistics	
Total Credit Hours		3-4

**Note:** Internships are recommended for each academic/career emphasis. Close advising is recommended to assist students in designing their academic/career emphasis.

### Suggested Minors for Communication Studies Majors

Students in the Diederich College of Communication with a Communication Studies major may choose any minor offered through the university; however, the following minors are suggested for the academic/career emphases.

Organizational Communication - Minors in Corporate Communication, Marketing, Human Resources, Advertising or Public Relations.

Interpersonal Communication - Minors in Human Resources, Advertising, Public Relations, Psychology, Social Welfare and Justice, Health Studies or Interdisciplinary Minor in Family Studies.

## Typical Program for Communication Studies Majors

### Freshman

First Term	Hours	Second Term	Hours
COMM 1000 or 1200	3	COMM 1200 or 1000	3
COMM 1050	1	COMM 1100	3
ENGL 1001 or ESSV1 (MCC)	3	CMST required math or elective	3
PHIL 1001 or THEO 1001 (MCC)	3	ENGL 1001 or ESSV1 (MCC)	3
Electives	6	PHIL 1001 or THEO 1001 (MCC)	3
	16		15

### Sophomore

First Term	Hours	Second Term	Hours
CMST 2310	3	CMST 3000 (WRIT)	3
COMM 2500	3	CMST 3120	3
CMST required math or elective	3	CMST 3200 or 3300	3
CORE 1929 (MCC)	3	DSCV (MCC) <sup>1,2</sup>	3
DSCV (MCC) <sup>1,2</sup>	3	Major or minor elective	3
	15		15

### Junior

First Term	Hours	Second Term	Hours
CMST 3200 or 3300	3	Major or minor electives	9
Major or minor electives	6	DSCV (MCC) <sup>1,2</sup>	3
DSCV (MCC) <sup>1,2</sup>	3	Adv CMST or elective	3

Adv CMST or elective	3		
	15		15
<b>Senior</b>			
<b>First Term</b>	<b>Hours</b>	<b>Second Term</b>	<b>Hours</b>
Major or minor electives	12	CMST 4997	3
CORE 4929 (MCC)	3	Major or minor electives	12
	15		15

Total credit hours: 121

- <sup>1</sup> The four courses in the Discovery Tier (DSCV) of the MCC must be completed in the same theme and include the following content areas: Humanities (HUM), Social Science (SSC), Natural Science and Mathematics (NSM) and one elective (ELE), which is an additional course from any of the three content areas. A maximum of two courses in the Discovery Tier can apply towards a primary major.
- <sup>2</sup> Students must also complete the Writing Intensive (WRIT) and Engaging Social System and Values 2 (ESSV2) requirements of the MCC. These requirements can be fulfilled through designated courses in the Discovery Tier or other degree requirements.

## Wisconsin Teaching Licensure in Speech Communication (Middle Childhood/Early Adolescence)

In addition to completing all requirements as specified by the College of Education, students must also complete all requirements listed under the communication studies major.

## Wisconsin Teaching Licensure in Speech Communication (Early Adolescence/Adolescence)

In addition to completing all requirements as specified by the College of Education as well as those listed under the communication studies major, students seeking Wisconsin teaching licensure in speech communication at the early adolescence/adolescence level must also complete:

COMM 1200	Media in Society	3
CMST 4810	Directing Speech Activities	3
CMST 4400	Cross-Cultural Communication in the United States	3
Total Credit Hours		9

The latter two count toward required electives in the communication studies major.

## Communication Studies Minor

### Required Courses

COMM 1000	Foundations of Human Communication, Culture and Society	3
CMST 2310	Advanced Public Engagement	3
or CMST 3300	Persuasion	
CMST 3120	Interpersonal Communication	3
Additional CMST electives		9
Total Credit Hours		18

## Courses

### CMST 2000. Small Group Communication. 3 cr. hrs.

Examines theories, principles and methods of small group communication. Focuses on such topics as: leadership, problem solving, roles, norms and climate. Takes a systems approach to groups and students have hands-on experience in a decision-making group.

### CMST 2010. Communication Approaches to Interviewing. 3 cr. hrs.

Stresses communication theory and current research related to interviewing. Provides in-class practice with interchanging roles as interviewer/interviewee in several types of interviews. Current research in interviewing techniques, assistance in resume preparation and legal guidelines for questions are among the topics for discussion.

### CMST 2210. Business and Professional Presentations. 3 cr. hrs.

Explores and offers practice in the types of oral communication faced in organizational settings. Emphasis is on creation, development, and delivery of professional presentations building on persuasion and informative speaking skills.

**CMST 2300. Business Communication. 2 cr. hrs.**

Provides students with the opportunity to explore and develop the presentation skills necessary for success within the context of business through a study of communication and theory. Includes informative, persuasive, and small group presentations, as well as an emphasis on critical thinking, listening, non-verbal and technological presentation skills. Students may not receive credit for both CMST 2300 and COMM 1100. Prereq: Soph. Stndg. and enrolled in College of Business.

**CMST 2310. Advanced Public Engagement. 3 cr. hrs.**

Explores the role of argumentation and public speaking in public engagement in contemporary society. Includes analysis and application of various theories and methods of argumentation in public settings through oral and written communication. Areas include: identification of fallacies, refutation, forms of argument, and formal and informal logic. Criticism and critical listening skills are also emphasized. Prereq: COMM 1100.

**CMST 3000. Theories in Communication Studies. 3 cr. hrs.**

Surveys major theoretical approaches to communication studies, reviews the history of the discipline and introduces students to basic research methods in the field. Prereq: COMM 1000.

**CMST 3120. Interpersonal Communication. 3 cr. hrs.**

Examines person-to-person communication with a focus on such topics as social roles, conflict management, relationship development, perception, communication effectiveness and relevant theories. Prereq: CMST 3000, which may be taken concurrently, or cons. of instr.

**CMST 3200. Organizational Communication. 3 cr. hrs.**

Presents historical and current perspectives on the origins and usefulness of organizational theories as they relate to communication issues. Emphasizes the relationship between organizational life and communication principles. Ultimate goals, assumptions, and cases relating to organizational communication theories are developed and discussed. Prereq: CMST 3000, which may be taken concurrently; or cons. of instr.; or declared ADVE, CCOM or PURE majors and minors or CMST minors.

**CMST 3300. Persuasion. 3 cr. hrs.**

Surveys theories, principles, and practices of persuasion. Special emphasis on the social, psychological and cultural study of influence. Prereq: CMST 3000, which may be taken concurrently; or cons. of instr.; or declared ADVE, CCOM or PURE majors and minors or CMST minors.

**CMST 4110. Family Communication. 3 cr. hrs.**

Introduces communication phenomena in the family setting. Examines how communication affects the development, maintenance and enhancement of family relations. Prereq: COMM 1000, CMST 3120, Jr. stndg.; or INFS minor; or cons. of instr.

**CMST 4120. Gender and Communication. 3 cr. hrs.**

Examines the relationship between gender and communication. Includes discussion of verbal and nonverbal communication patterns of males and females, various explanations for these patterns, perceptions of gender differences and the implications these perceptions have for people in several contexts (public, interpersonal and organizational). Prereq: COMM 1000 and CMST 3120, Jr. stndg.; or INFS minor; or cons. of instr.

**CMST 4130. Communication and Urban Families. 3 cr. hrs.**

Investigates communication about urban families, the communication links between urban families and institutions and communication practices within urban families. Emphasizes the diversity among urban families as well as the stressors and strengths found in the urban context. Prereq: COMM 1000 and CMST 3120, Jr. stndg.; or INFS minor; or cons. of instr.

**CMST 4140. Intergenerational Communication. 3 cr. hrs.**

Focuses on communication theories and the role of communication in intergenerational interactions within a wide variety of contexts including: interpersonal, workplace, familial, health and mediated technology. Prereq: COMM 1000 and Jr. stndg.; or INFS minor; or cons. of instr.

**CMST 4150. Communication and Conflict. 3 cr. hrs.**

Communication and conflict explores theoretical and experiential avenues to conflict management, resolution, and regulation through communication styles and methods. The communicative contexts for investigation are interpersonal and organizational (profit and non-profit). Exercises and case studies provide an opportunity to implement theoretical learning from the course. Prereq: COMM 1000, Jr. stndg.; or INPS major or minor; or cons. of instr.

**CMST 4160. Mediation Theory and Practice. 3 cr. hrs.**

When parties in conflict can no longer negotiate or manage the conflict, they might need a mediator. Mediation is a form of dispute resolution in which a neutral person helps two or more parties discuss the conflict, explore wants and needs, generate options and reach their own agreement. Exposes students to the principles and theory behind mediation and gives them the opportunity to develop introductory mediation skills. Interactive exercises and role plays are used to provide experiential practice. Prereq: COMM 1000; or INPS major or minor; or cons. of instr.

**CMST 4220. Communication Approaches to Training and Development. 3 cr. hrs.**

Emphasizes development of training sessions within organizations. Diagnostic methods for assessing needs and determining the utility of specific training are explored. Roles of consultant, in-house human resource trainer and liaison with subject matter experts are differentiated. Students develop training modules for communication skills training. Prereq: COMM 1000, Jr. stndg.; or cons. of instr.

**CMST 4230. Managerial Communication. 3 cr. hrs.**

The communication relationship between managers and employees involves a set of circumstances not often found in everyday communication with friends and colleagues. The differences in power, knowledge, job description, and life experiences create many unique and challenging interactions. Takes an in-depth look at the circumstances which affect communication between managers and their employees as well as at a number of theories and strategies for improving communication in the workplace. Prereq: COMM 1000, Jr. stndg.; or cons. of instr.

**CMST 4240. Communication, Innovation and Progressive Change. 3 cr. hrs.**

A forward-looking assessment of the role that communication plays in the spread of new ideas. Examines the influence of technological and social innovation in individual, organizational and societal contexts. Investigates the effects of innovation when dealing with progressive change and managing social interactions. Prereq: COMM 1000, Jr. stndg.; or cons. of instr.

**CMST 4250. Leadership and Communication. 3 cr. hrs.**

Explores communication variables involved when leaders attempt to influence members to achieve a goal. Topics include: power, credibility, motivation, research on leader traits, styles and situations and current models of leadership such as transactional, transformational, charismati, and functional approaches. The different leadership challenges posed by community and institutional settings are also explored. Prereq: COMM 1000, Jr. stndg.; or cons. of instr.

**CMST 4260. Communication Technologies in the Workplace. 3 cr. hrs.**

Presents a historical and theoretical review of the impact of new communication technologies on organizations and their membership. Focuses on the organizational, social and communicative implications of new communication technologies across a broad range of contexts in the organizational setting, including: interpersonal, groups and teams, management and technological innovations. Includes some special topics particularly relevant to new communication technologies including: anonymity, privacy and surveillance and technology apprehension. Prereq: COMM 1000, Jr. stndg.; or cons. of instr.

**CMST 4310. Ethics in Human Communication. 3 cr. hrs.**

Explores theoretical and practical ethical questions of importance to responsible communicators in personal and public contexts. Discussion of ethical theories in communication studies provide an opportunity to explore case studies and contemporary communication dilemmas critically, while heightening personal sensitivity to the underlying ethical implications of human communication. Prereq: COMM 1000, Jr. stndg.; or cons. of instr.

**CMST 4350. Modern Rhetorical Theory and Criticism. 3 cr. hrs.**

Discusses contemporary theoretical and critical approaches to the description, analysis, interpretation, and evaluation of public discourse. Examines and applies principles established by such theorists as Kenneth Burke, Ernest G. Bormann, Chaim Perelman and Stephen Toulmin, among others. Prereq: CMST 1000 and CMST 3300; or cons. of instr.

**CMST 4400. Cross-Cultural Communication in the United States. 3 cr. hrs.**

Explores the dynamics of cross-cultural communication in the U.S. and obstacles to effective interaction across American co-cultures. Examines the interpersonal patterns of selected ethnic groups, races, religions and social classes in the U.S. with the aim of improving cross-cultural understanding and communication. Prereq: COMM 1000, Jr. stndg.; or cons. of instr.

**CMST 4410. Intercultural Communication. 3 cr. hrs.**

Examines the influence of culture on communication within Europe, Asia, Latin America and Africa. International in scope, the course also analyzes communication between people from different national cultures and provides an analytical framework for dissecting intercultural exchanges. Prereq: COMM 1000, Jr. stndg.; or cons. of instr.

**CMST 4500. Health Communication. 3 cr. hrs.**

Provides an introduction to the field of health communication. Examines the role of communication in health care with a focus on provider training and the provider-patient relationship. Theoretical models for developing effective health communication programs are discussed and applied within a variety of health care settings. Prereq: COMM 1000, Jr. stndg.; or cons. of instr.

**CMST 4600. Communication Consulting. 3 cr. hrs.**

Introduction to communication consulting and the design implementation of communication audits for corporate and non-profit settings. Surveys various models of consulting. Learn to design and implement a communication audit that includes needs assessment, interpretation, and recommendations. Methods of audits include survey design, interviews and focus groups. Prereq: CMST 3200, Sr. stndg.; or cons. of instr.

**CMST 4810. Directing Speech Activities. 3 cr. hrs.**

Theory and practice in the organization and management of co-curricular speech activities in high school and college.

**CMST 4953. Seminar in Communication Studies. 1-3 cr. hrs.**

Topics vary. Topics of seminar to be announced in the Schedule of Classes. Prereq: COMM 1000, Jr. stndg.; or con. of instr.

**CMST 4961. Special Institute/Workshop/Project in Communication Studies. 1-3 cr. hrs.**

Project in Communication Studies to be determined by the instructor. Prereq: COMM 1000, Jr. stndg.; or con. of instr.

**CMST 4986. Internship in Communication Studies. 0-3 cr. hrs.**

Internship in Communication Studies provides students with the opportunity to apply theories, skills and techniques in communication as believed appropriate within specific organizational settings. S/U grade assessment. Prereq: COMM 1000, Jr. stndg.; or con. of instr., CMST 3200 recommended, but not required.

**CMST 4995. Independent Study in Communication Studies. 1-3 cr. hrs.**

Independent Study in Communication Studies. 1-3 credits. Prereq: COMM 1000, Jr. stndg; or cons. of dept. ch.

**CMST 4997. Communication and Contemporary Issues. 3 cr. hrs.**

A capstone experience for Communication Studies majors. Examines communication theories and principles in the context of contemporary events and social issues. Students conduct original communication research and apply theories to specific communication contexts and practices. Prereq: CMST 3000, must have completed at least 21 additional credit hours in the CMST major; or cons. of instr.

**CMST 4999. Senior Thesis. 1-3 cr. hrs.**

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Prereq: COMM 1000, Sr. stndg.; or cons. of dept. ch.