

SPEECH COMMUNICATION**Office:** Fine Arts 207, 537-7103**Faculty:** Douglas Binsfeld, Mark Fokken, Jan Loft, Michael McHugh, Robert Ridley**Department:** Art, Music, Speech Communication and Theatre

The primary objective of the Speech Communication Program is to provide a curriculum for the student interested in developing communication skills. Students may select a variety of majors and/or minors which include speech communication, speech communication/theatre, speech communication: radio and television, and speech communication: public relations emphasis. A Communication Arts and Literature major when coupled with professional education requirements leads to teacher licensure by the State of Minnesota. The philosophy of the Speech Communication Program emphasizes student initiative, creativity, and responsible involvement. Classes are structured to provide a solid philosophical, historical, theoretical, and practical basis for the discipline selected. A grade of "C-" or better is required for major/minor coursework applied toward a degree from the Speech Communication Program. All students who complete a major/minor are required to maintain a portfolio of their speech coursework throughout their years of study.

These programs offer many extracurricular and co-curricular activities which are open to all students regardless of their major. Southwest Minnesota State University speech communication graduates can be found in teaching, broadcasting, theatre, public relations, business, law, and all walks of life where the ability to communicate is essential.

Bachelor of Arts: Speech Communication (36 credits)

SPCH 111	Radio Production and Performance.....	3
	OR	3
SPCH 112	Television Production	3
SPCH 161	Speech Activities: Forensics	2
SPCH 162	Speech Activities: Radio and Television.....	1
SPCH 200	Small Group Communication	3
SPCH 215	Oral Interpretation	3
SPCH 230	Interpersonal and Cross-cultural Communication	3
SPCH 256	Argumentation and Debate	3
SPCH 303	Advanced Public Speaking	3
SPCH 310	Persuasion	3
SPCH 330	Mass Media and Society	3
SPCH 360	Organizational Communication and Interviewing Techniques.....	3
SPCH 410	Communication Analysis.....	3
SPCH 488	Senior Seminar	3
	Total Credits:	36

Bachelor of Arts: Speech Communication-Theatre Arts (37 credits)

THTR 101	Beginning Acting.....	3
	OR	3
THTR 140	Stagecraft.....	3
SPCH 111	Radio Production and Performance.....	3
	OR	3
SPCH 112	Television Production	3
SPCH 161	Speech Activities: Forensics	2
SPCH 162	Speech Activities: Radio and Television.....	2
SPCH 200	Small Group Communication	3
SPCH 215	Oral Interpretation	3
SPCH 230	Interpersonal and Cross-Cultural Communication	3
SPCH 256	Argumentation and Debate	3
SPCH 303	Advanced Public Speaking	3
SPCH 310	Persuasion	3
SPCH 360	Organizational Communication and Interviewing Techniques	3
SPCH 410	Communication Analysis.....	3
SPCH 488	Senior Seminar	3
	Total Credits:	37

Bachelor of Arts: Speech Communication: Public Relations Emphasis (62-64 credits)

Speech Communication Courses:

SPCH 111	Radio Production and Performance	3
SPCH 112	Television Production	3
SPCH 161	Speech Activities: Forensics	2
SPCH 200	Small Group Communication	3
SPCH 210	Introduction to Public Relations	3
SPCH 260	Introduction to Public Relations Writing.....	3
SPCH 303	Advanced Public Speaking	3
SPCH 310	Persuasion	3
SPCH 360	Organizational Communication and Interviewing Techniques.....	3
SPCH 425	Broadcast Law and Regulation	3
SPCH 488	Senior Seminar	3

Art Courses:

ART 102	Foundations of Art and Design (Prerequisite to ART 240)	3
ART 240	Concepts of Graphic Design	3

Business Administration Courses:

BADM 305	Business Law I.....	3
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Marketing Courses:

MKTG 301	Principles of Marketing	3
MKTG 331	Professional Selling	3
MKTG 381	Advertising Management	3

Select one of the following:

MKTG 391	Consumer Behavior	3
MKTG 441	Marketing Research.....	3

English and Speech Communication

At least nine credits from the following:

ENG 204	Basic Print Journalism.....	4
ENG 360	Scientific and Technical Writing	3
ENG 361	Advanced Composition	3
ENG 365	Modern Grammar	3
ENG 410	Advanced Print Journalism	4
MGMT 331	Business Communications	3
SPCH 251	Broadcast Newswriting and Reporting.....	3

Total Credits: 62-64

It is strongly recommended that students take the following courses from the Liberal Arts Core Curriculum:

- Principles of Microeconomics OR Principles of Macroeconomics
- Introduction to Government & Politics OR American National Government
- Ethics

It is also recommended that students discuss with their advisor the following opportunities:

1. The need to take ENG 101 Fundamentals of College Writing
2. An extra course in Marketing earns a Marketing Minor
3. ART 343 Digital Art Photography
4. Completion of an internship will enhance the degree

Bachelor of Science: Speech Communication/Secondary Education* (36 credits)

* Please see the Speech Program for current curriculum requirements. The student must also fulfill the professional education requirements; please see the Education Department for current licensure requirements.

Bachelor of Science: Speech Communication-Theatre Arts/Secondary Education* (38 credits)

* Please see the Speech Program for current curriculum requirements. The student must also fulfill the professional education requirements; please see the Education Department for current licensure requirements.

Bachelor of Science: Speech Communication: Radio and Television (50 credits)

SPCH 111	Radio Production and Performance	3
SPCH 112	Television Production	3
SPCH 161	Speech Activities: Forensics	2

ACADEMIC PROGRAMS

SPCH 162	Speech Activities: Radio and Television.....	2
SPCH 200	Small Group Communication.....	3
SPCH 215	Oral Interpretation	3
SPCH 251	Broadcast Newswriting and Reporting.....	3
SPCH 303	Advanced Public Speaking.....	3
SPCH 310	Persuasion.....	3
SPCH 315	Media Interpretation.....	3
SPCH 330	Mass Media and Society.....	3
SPCH 390	ENG/EFP Techniques.....	3
SPCH 425	Broadcast Law and Regulation.....	3
SPCH 499	Internship.....	7
THTR 341	Acting Techniques.....	3
SPCH 488	Senior Seminar.....	3
Total Credits:		50

Bachelor of Science: Communication Arts and Literature/Secondary Education, Speech Communication Emphasis (46 credits)*

Speech Communication Courses: (31 credits)

SPCH 161	Speech Activities: Forensics.....	1
SPCH 200	Small Group Communication.....	3
SPCH 215	Oral Interpretation	3
SPCH 230	Interpersonal and Cross-Cultural Communication.....	3
SPCH 256	Argumentation and Debate.....	3
SPCH 303	Advanced Public Speaking.....	3
SPCH 310	Persuasion.....	3
SPCH 330	Mass Media and Society.....	3
SPCH 410	Communication Analysis.....	3
SPCH 450	Secondary Teaching Methods: Speech Communication.....	3

English/Literature Courses:* (18 credits)

ENG 361	Advanced Composition.....	3
ENG 365	Modern Grammar.....	3
LIT 308	Authors: Short Course**.....	1
LIT 410	Literature and Literacy for Adolescents.....	3
<i>One British Survey Course:</i>		
LIT 321	British Literature: Beginning through Restoration and 18th Century	
	OR.....	4
LIT 322	British Literature: Nineteenth and Twentieth Century	
<i>One American Survey Course:</i>		
LIT 331	American Literature: Beginning through Realism and Naturalism	
	OR.....	4
LIT 332	American Literature: Modern and Contemporary	

Total Credits: 46

* All students must take ENG 263: Poetry as their LAC Literature/Humanities requirement.

** Students may take a three-credit Authors course or Shakespeare course (two choices) and fulfill the one-credit requirement in the degree, but will have extra credits.

NOTE: This degree when coupled with professional education requirements can be used to obtain secondary education licensure in Communication Arts and Literature from the Minnesota State Board of Teaching. **Please see the Education Department for current licensure requirements.** This degree has an emphasis in Speech Communication. Licensure may also be obtained with a degree that has an emphasis in English Literature; see the English section of the online catalog available at www.SMSU.edu for more information.

Minor: Speech Communication (22 credits)

SPCH 111	Radio Production and Performance.....	3
	OR.....	3
SPCH 112	Television Production.....	3
SPCH 161	Speech Activities: Forensics.....	1
SPCH 200	Small Group Communication.....	3
SPCH 215	Oral Interpretation	3

Effective 07/01/09

Note: While every effort is made to ensure accuracy, SMSU reserves the right to correct any clerical errors herein.

SPCH 230	Interpersonal and Cross-Cultural Communication	3
SPCH 256	Argumentation and Debate.....	3
	OR	3
SPCH 310	Persuasion.....	3
SPCH 303	Advanced Public Speaking	3
SPCH 360	Organizational Communication & Interviewing Techniques.....	3
	OR	3
SPCH 410	Communication Analysis	3

Total Credits: 22

Minor: Speech Communication/Secondary Education* (22 credits)

* Please see the Speech Program for current curriculum requirements. The student must also fulfill the professional education requirements; please see the Education Department for current licensure requirements.

Minor: Speech Communication-Theatre Arts (22 credits)

THTR 140	Stagecraft.....	3
	OR	3
THTR 260	Directing I	3
SPCH 111	Radio Production and Performance.....	3
	OR	3
SPCH 112	Television Production.....	3
SPCH 161	Speech Activities: Forensics	1
SPCH 200	Small Group Communication	3
SPCH 215	Oral Interpretation	3
SPCH 230	Interpersonal and Cross-Cultural Communication.....	3
	OR	3
SPCH 410	Communication Analysis	3
SPCH 256	Argumentation and Debate	3
SPCH 303	Advanced Public Speaking	3

Total Credits: 22

Minor: Speech Communication-Theatre Arts/Secondary Education* (22 credits)

* Please see the Speech Program for current curriculum requirements. The student must also fulfill the professional education requirements; please see the Education Department for current licensure requirements.

SPEECH COMMUNICATION COURSES (SPCH)

SPCH 110 (LAC) Essentials of Speaking and Listening (3 credits)

A skills course instructing the student how to design and deliver a speech.

SPCH 111 Radio Production and Performance (3 credits)

The study of basic and advanced creative techniques, procedures and practices in the production and performance of contemporary radio.

SPCH 112 Television Production (3 credits)

An introduction to basic television studio techniques. Students will develop skills in operating control room and studio equipment, producing, and directing.

SPCH 161 Speech Activities: Forensics (1 credit)

Participation in intramural and intercollegiate debate and forensics. May be repeated.

SPCH 162 Speech Activities: Radio and Television (1 credit)

Practical experience in radio and television program production and performance through functional involvement in the operation of the campus radio and television stations. May be repeated.

SPCH 200 (C, T) Small Group Communication (3 credits)

The theory and application of problem-solving questions of fact, value and policy utilizing group dynamics and effective leadership styles.

SPCH 210 Introduction to Public Relations (3 credits)

A course designed to acquaint students with the principles and practices of public relations.

SPCH 215 Oral Interpretation (3 credits)

The theory and application of the selection, analysis, and presentation of literature. Students will perform the three genres of literature utilizing various performance styles.

SPCH 228 Basic Black and White Photography (3 credits)

A basic, 35mm black and white photography course designed to meet the needs of any individual, regardless of major field of interest, but primarily for those interested in public relations. Concepts include: film, film exposure and development; composition and depth of field; light; equipment and accessories; printing and darkroom techniques; and developing the portfolio. An adjustable 35mm is required. Course fees are \$15.00 per credit hour; adjustable camera required to be brought to first class meeting.

SPCH 230 (D) Interpersonal and Cross-Cultural Communication (3 credits)

A course that studies the nature of building effective relationships through development of interpersonal and cross cultural communication. An exploration of why misunderstandings occur and how to build more productive communication.

SPCH 251 Broadcast Newswriting and Reporting (3 credits)

The study of techniques, procedures, and practices used in news gathering, writing, reporting, and editing broadcast news.

SPCH 256 (T) Argumentation and Debate (3 credits)

The principles and practices of debate including the preparation and presentation of debate cases as formal argument.

SPCH 260 Introduction to Public Relations Writing (3 credits)

A course designed to emphasize how those in public relations gather, produce, and distribute material in a modern society. Acquaints students with both why and how to write for public relations.

SPCH 286 Special Topics in Communication (1-4 credits)

A course designed to meet any special needs of students and faculty. Emphasis on in-depth study of an area not commonly covered in a general course.

SPCH 301 Risk and Crisis Communication (3 credits)

This course is designed to teach students about the burgeoning field of risk and crisis communication which deals with the task of communicating various publics about health and environmental risks associated with personal and societal choices, as well as communication during and following crisis situations such as bomb threats, natural disasters, and chemical spills.

SPCH 303 (T) Advanced Public Speaking (3 credits)

Application of advanced principles of public speaking emphasizing speech structure and oral style. Students will prepare and present several types of speeches. Prerequisite: SPCH 110 or consent of instructor.

SPCH 310 (T) Persuasion (3 credits)

The logical and psychological theories of persuasion present in everyday communication. The course emphasizes the analysis and application of persuasive strategies.

SPCH 315 Media Interpretation (3 credits)

The analysis and interpretation of media material. Emphasis is placed on vocal styles, presence and delivery as well as the requirements of contemporary media presentation. Prerequisite: SPCH 215 or consent of instructor.

SPCH 328 Advanced Black and White Photography (3 credits)

An advanced 35mm black and white photography course designed for people who have mastered the basic techniques. This course will help students make better images from negatives they already have as well as create new images from those negatives. A portion of the course will be devoted to photojournalism, as well as techniques such as: control, vignettes, diffusion, textures, screens, combination printing, printing without negatives, toning, solarization, and Sabattier effect. Prerequisite: SPCH 228.

SPCH 330 (C) Mass Media and Society (3 credits)

An historical and theoretical survey of the nature, functions and responsibilities of the mass media in all its forms. Emphasis on the evolution of the electronic media in the United States and its impact on society.

SPCH 360 Organizational Communication and Interviewing Techniques (3 credits)

A study of the process of communication and behavior within the organizational culture. Students will be given practical experience in utilizing interviewing skills as a means of maintaining productive organizational environments.

SPCH 390 ENG/ EFP Techniques (3 credits)

The application of portable camera usage and editing techniques used in electronic news gathering and electronic field production. Students will develop skills in preproduction planning, scripting, remote shooting, directing, and editing. Prerequisites: SPCH 111 and 112 or consent of instructor.

SPCH 410 (T) Communication Analysis (3 credits)

The rhetorical and critical analysis of a communication event through the use of classical and modern rhetorical principles.

SPCH 425 Broadcast Law and Regulation (3 credits)

The study of media law, issues, and FCC regulations.

SPCH 450 Secondary Teaching Methods: Speech Communication (3 credits)

Secondary education teaching methods for a modern speech communication program including materials for classroom instruction as well as coaching activities.

SPCH 486 Advanced Special Topics in Communication (1-4 credits)

A course designed to meet any special needs of students and faculty. Emphasis on in-depth study of an area not commonly covered in a general course.

SPCH 488 (M) Senior Seminar (3 credits)

A capstone course required for all speech majors, in which selected topics, projects, and presentations are considered through reading, research, and discussion. Prerequisite: senior standing.

SPCH 494 Independent Study in Communication Theory (1-3 credits)

In depth, independent exploration of a communication event for better understanding of the communication process. Prerequisite: consent of instructor.

SPCH 499 Internship in Speech Communication (3-10 credits)

An off-campus training program when accepted by a business or organization to work with an employer in some area of speech communication. Prerequisite: consent of Department Chairperson.