

Additional information may be obtained from:

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University of Missouri-St. Louis

Communication

Why UM-SL?

There are many fine institutions in the metropolitan St. Louis area where students can earn a degree in communication, but the program offered by the Department of Communication at UM-St. Louis is superior in a variety of ways, including: (1) national ranking; (2) curriculum; and (3) faculty. First, an article in the *Journal of Communication* recently identified the faculty of the Department of Communication at UM-St. Louis as ranking fifth in the nation for scholarly productivity among all universities offering communication degrees (including M.A. and Ph.D.). Because nearly all of the faculty members actively engage in research, students benefit from having first-hand knowledge that is not currently available at other institutions. Second, no other program in the area offers a mainstream, quantitative, behavioral science approach to the study of communication. All major divisions are addressed, helping to ensure that students can talk competently with graduates of other programs regardless of emphasis. Finally, faculty members are genuinely interested in helping students achieve their potential. Many have received awards or been recognized for innovation and excellence in teaching. Consequently, student evaluations of the courses taught by communication faculty tend to be very positive. Why study communication at UM-St. Louis? The choice of what university to attend is made for a variety of reasons, but a top-ranked research faculty, excellent curriculum, and highly-rated award-winning teachers certainly represent the best.

Career Outlook

The B.A. in Communication focuses on mainstream communication theory and research which prepares students for successful careers in any number of industries as well as providing a strong foundation for those interested in pursuing graduate study. Past graduates can be found working in organizations using the knowledge from the curriculum to succeed in organizational leadership, public relations, training and development, human resources, marketing, consumer behavior, secondary and post-secondary educational institutions, as well as a variety of mass communication outlets. Students who pursued an M.A. and/or

Ph.D. after graduation have attended some of the most prestigious institutions in the discipline, and now are employed by major corporations or teaching at colleges, universities, and other educational outlets.

Undergraduate Studies

The B.A. in Communication is a strong yet flexible degree program that provides students with a background in communication theory and research. Although all students are required to complete coursework in each of the dominant areas of communication, the program may be tailored to meet personal, professional, or academic goals via the selection of elective coursework in such areas as interpersonal, organizational, and mass communication, public relations, research methods, and special topics courses. Students may elect to emphasize one or more of these components by selecting elective coursework on the topic. Alternatively, students may seek a more balanced program by completing coursework in several different areas. Students are encouraged to consider their long term goals and consult with faculty advisers early and often to select an optimal series of elective courses to help achieve those goals.

Faculty

The faculty members who teach and conduct research in the Department of Communication have earned their degrees from some of the most respected institutions in the discipline. Nearly all faculty members actively pursue research agendas, involve students in their research, and share their findings in the classes they teach. Although faculty members will typically publish their research in academic journals, students often learn the results before the study is published or presented at national, international, or regional conferences. Indeed, the department was recently ranked 5th nationally in terms of research productivity in academic publications. This orientation promotes a climate of constant and shared learning in the classroom. While research and publication interests vary, all of the faculty members are committed to presenting knowledge of communication research. Importantly, they are also among the highest ranked teachers at this institution in terms of student evaluations, with average student ratings of

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“excellent.” Additionally, faculty members emphasize the integration of technology in ways that enhance the learning experience. Many faculty teach courses using “smart-classrooms” and those who teach online courses have years of experience in the development and implementation of effective teaching in an electronic format. Finally, faculty who teach specialized courses such as public relations have professional experience in the area, offering students a unique opportunity to integrate the research and theory behind the day-to-day practices of major PR firms. Faculty members are dedicated to providing the best possible environment for learning.

Minors and Certificates

The department offers a minor in Communication as well as a number of classes that are included in the requirements for various certificates. For more information, see Certificate Programs and Interdisciplinary Studies in the *UM-St. Louis Bulletin: Undergraduate, Graduate and Professional Catalog*.

General Education Requirements

Majors must satisfy the University and College general education requirements. The College’s foreign language may be taken in any language, including American Sign Language. Communication courses may not be taken on a satisfactory/unsatisfactory basis.

After fulfilling the general education and specific major degree requirements, students are to take the remaining 62 hours required to complete the B.A. degree in communication from courses which the respective department has evaluated as being of university-level quality from one or more of the following areas or their university-quality equivalents at other institutions: anthropology/archeology, art (appreciation, history, studio), biology, chemistry, communication, criminology and criminal justice, economics, English, foreign languages/literature, history, mathematics/computer science, music (appreciation, history, performance), philosophy, physics, political science, psychology, social work, sociology, business, education, engineering, and interdisciplinary. Eighteen hours must be taken in residence in the Department of Communication.

Course Offerings

1030 Interpersonal Communication I (3)

Introduction to the theories of interpersonal communication. Emphasis on basic principles involved in one-to-one interactions.

1040 Introduction to Public Speaking (3)

Theories and techniques of organization, evidence, argumentation, persuasion, and delivery in public speaking.

1050 Introduction to Mass Media (3)

Introduction to oral, print, and electronic media of com-

munication. Emphasis on history, theory, and criticism of the mass media as cultural institutions.

1135 Communication Theory (3)

Survey of elements and processes critical to human communication behavior. Comparison of influential communication theories.

1150 Introduction to Public Relations (3)

Prerequisite: COMM 1040 or 1050. Publicity methods and public relations representation of profit and nonprofit institutions to the public; use of communication research and media, as applied to the public relations profession.

1193 Practicum in Applied Communication (3)

Prerequisite: Consent of instructor. Practicum work at any of the UM-St. Louis public relations offices, sports and school newspapers, Office of Research or Photography Services. Work must be done on campus, under supervision of a working professional in the field, in consultation with a faculty member.

2230 Small Group Communication (3)

Prerequisite: COMM 1040. Development of communication skills needed in small group decision making. Application of these skills to contemporary problems.

2231 Communication in the Organization (3)

Prerequisite: Junior standing or consent of instructor. Course integrates communication theories applicable to the structure and function of organizations. The effect of communication variables on departmental interface, member satisfaction and motivation, leadership and subordinate styles, and perception of the organization by the external environment.

2232 Effective Communication in the Organization: Tool for Leadership (3)

Prerequisites: Junior standing or consent of instructor. Telecourse designed to equip students with communication skills applicable to the organizational context. The course will present effective strategies for the articulation of ideas, with particular emphasis on the development of leadership skills.

2240 Persuasive Communication (3)

Prerequisite: COMM 1040. A study of persuasive communication, including theories, techniques, forms, functions, applications, potential, and limitations for the individual and organizations. Insights from both classical rhetoric and contemporary communication theory.

2241 Argumentation and Debate (3)

Prerequisite: COMM 1040, or consent of instructor. Principles of argumentation and debate with practice in preparing briefs and in delivering spoken arguments in formal debate. Emphasis on analysis of issues, logical reasoning, and audience analysis.

2243 Communication in American Politics (3)

Prerequisite: COMM 1040. Analysis of audience response and media preferences in political campaigns, campaign speeches, candidates' uses of television and other mass media, and measuring effectiveness of campaign communications.

3130 Advanced Interpersonal Communication (3)

Prerequisite: COMM 1030. Continuation of Comm 1030, focusing on contemporary theories and research regarding interpersonal relationships.

3330 Research Methods in Communication I (3)

Prerequisite: COMM 1135. Introduction to the fundamental tools of quantitative research in communication. Focus of the course is on reading and comprehending communication research reports rather than conducting quantitative research.

3331 Research Methods in Communication II (3)

Prerequisite: COMM 3330. Extends the study of research methods covered in Com 3330 to the planning and executing of research projects. Students acquire data analysis, research design, and basic measurement skills. Problems of quantitative study unique to the study of communication are explored.

3332 Intercultural Communication (3)

Prerequisite: Junior standing or consent of the instructor. Study of culture as a variable in both interpersonal and collective communicative situations. Emphasis upon opportunities and problems arising from similarities or differences in communication patterns, processes, and codes among various cultural groups.

3333 Communication Audit (3)

Prerequisite: COMM 2231. The application of specific empirical research designs to evaluate communication flows, effectiveness, or channels in complex organizations.

3337 Male/Female Communication (3)

Prerequisite: Junior standing or consent of instructor. This course explores the influence of gender upon contemporary American communication behavior. Topics include semantic and syntactic variations in male and female speech, gender-role development as process and product of communication, analysis of communication patterns and barriers within gender groups. Mass, public, interpersonal, and dyadic communication contexts are considered.

3340 Rhetorical Criticism (3)

Prerequisite: COMM 1040. The application of rhetorical theories to the analytical and critical explanation of persuasive messages.

3341 Classical Rhetoric and Public Address (3)

Prerequisite: COMM 1040 or consent of instructor. A survey of the history and theories of persuasion and public address from ancient times to the Renaissance.

3342 Modern Rhetoric and Public Address (3)

Prerequisite: COMM 1040 or consent of instructor. A survey of the history and theories of persuasion and public address from the post-Renaissance era to the present.

3352 Mass Media Criticism (3)

Prerequisite: COMM 1050 or 1060. The study of media content and its effect on society. Reading and viewing of selected works. Independent reading and critical analysis required.

3358 Communication in Public Relations I (3)

Prerequisite: COMM 1150. An overview of communication within the area of public relations. Emphasis on ethics, law, professional standards, and written communication. Case study approach.

3359 Communication in Public Relations II (3)

Prerequisites: COMM 3358. A continuation of Com 3358 with special attention given to communication theories and strategies that underlie public relations initiatives.

3360 Health Communication in Mass Mediated Contexts (3)

Prerequisite: COMM 1050 or consent of instructor. Examination of the theories and literature dealing with the role of mass media in health behavior. Topics include health promotion and prevention campaigns and the effect of news and entertainment media on health behaviors.

3361 Health Communication in Interpersonal and Organizational Contexts (3)

Prerequisites: COMM 1030 and 2231, or consent of instructor. Examination of the theories and literature dealing with the role of interpersonal organizational communication in health behavior and health care organizations.

3392 Administration of Cocurricular Activities (3)

Prerequisites: COMM 1040 or consent of instructor. A survey of skills required to administer the various cocurricular activities associated with teachers who teach speech and communication courses in the secondary schools. Practical experience in skills such as: operation of debate tournaments, public speaking competitions, and mock trial competitions. (This course expected to be transferred to TDMS.)

3395 Special Topics in Communication (3)

Prerequisite: Senior or graduate standing. In-depth study of topics pertaining to current research in the department. May be repeated up to six credit hours if topic is different.

4035 Integrated Approaches to Public Relations, Advertising, and Promotion (3)

Prerequisite: COMM 3336 and COMM 3358. Overview of how publicity, advertising, and other promotional activities can be integrated into a single cohesive communication initiative or program.

4335 Seminar in Applied Communication Research (3)

Prerequisites: COMM 1135 and consent of instructor.

This course explores the use of communication concepts, theories, methods, and designs in applied field settings with an emphasis on original research.

4390 Directed Readings (3)

Prerequisites: Consent of instructor; not open to students who have any Y or delayed grades outstanding. Supervised independent study involving readings, conferences, papers, etc., in one of the department's disciplines: communication theory and rhetoric, or mass communication.

4391 Supervised Research (1-5)

Prerequisites: Junior/senior standing and consent of instructor; not open to students who have any Y or delayed grades outstanding. Supervised field or laboratory research, data collection, literature searches, qualitative or quantitative data analysis, report writing, and other techniques used by communication researchers. Repeatable, but no more than five credit hours may be earned in supervised research courses.

4393 Internship in Applied Communication (3-6)

Prerequisites: Senior standing, with at least 12 hours of course work in Communication, consent of instructor; open to communication majors only. Advanced practical work in business and organizational communication, public relations, or campaign communication. Work must be done under the supervision of a working professional in consultation with a faculty member. Repeatable, but no more than six hours total credit may be earned in internship courses toward the 36-hour minimum required for the degree.

Degree Requirements

Majors must complete a minimum of 36 credit hours in communication courses, at least 18 of which must be completed at UM-St. Louis. A minimum of 12 credit hours of communication courses numbered 3000 and above must be completed, and all majors must complete the following courses:

COMM 1030, Interpersonal Communication
COMM 1050, Introduction to Mass Communication
COMM 2231, Organizational Communication
COMM 3330, Research Methods in Communication I
COMM 3331, Research Methods in Communication II
COMM 3332, Intercultural Communication

In addition to these courses, students must complete a 3-credit hour practicum (COMM 1193) or internship (COMM 4393).

Minor in Communication

Students with majors other than communication may earn a minor by completing at least 18 hours comprised of COMM 1030, COMM 1050, COMM 2231, COMM 3330, COMM 3332, and one additional elective. A minimum GPA of 2.5 is required in the minor.

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Toll-free in MO and IL 618 area code:

1-888-GO-2-UMSL

Career Services: (314) 516-5111

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