Communication studies examines the creation, expression, and analysis of messages in our personal, professional, and public lives. Communication studies students learn to manage message processes within and among individuals, groups, organizations, and societies. They explore verbal and nonverbal communication, organizational and business communication, rhetoric and criticism, argumentation and persuasion, and communication technology.

Communication studies majors learn principles and practical skills useful for careers in business, industry, government, non-profit organizations, social services, and education. Graduates enter such professions as law, business, public relations, event planning, public service, teaching, management, human resources, training and development, marketing, sales, public administration, politics, and ministry.

Some students may wish to concentrate on a particular aspect of communication study. Although there is no required sequence of courses for any single area of interest, the following general guide may be used to assist students in providing a focal point for their communication study.

**Interpersonal Communication**

Courses that focus on interpersonal communication are designed to provide students with skills and knowledge to pursue a variety of career goals that involve interpersonal interactions with others. This area of interest is appropriate for students seeking careers in business, non-profit organizations, sales, public relations, customer service, counseling, hospitality services (e.g. travel or hotel industry) or other careers or professions which emphasize effective human relationship skills.

**Organizational Communication**

Courses that focus on organizational communication are designed to enhance the student’s marketability in careers requiring skills in the management of human relationships and communication flow within contemporary business, public service, non-profit, and professional organizations.

**Persuasive Communication**

Persuasive communication emphasizes study in rhetoric, public address, and argumentation. This area of interest is appropriate for students planning careers in business and industry, non-profit organizations, sales and marketing, the ministry, law, politics or other careers in which persuasion, rhetorical, and analytical skills are important.

**Student Organizations**

The department also proudly sponsors the student honor society Lambda Pi Eta, the Communication Ambassadors, and the Texas State forensics team and LBJ Debate Society. The Elton Abernathy Forensics Society is Texas State’s competitive speech team. The LBJ Debate Society is named for former President Lyndon B. Johnson, who was involved in debate as a student at Texas State University. Both teams travel locally, regionally, and nationally.

**Departmental Internship Elective**

Some students may wish to enroll in the Internship course COMM 4390. Requirements for the course may be found in the Courses section of the catalog.

**Admission Requirements**

1. Any student admitted to Texas State may declare and be admitted under the temporary pre-program status. With this status, students may enroll in the following communication courses, COMM 1310, COMM 2315, COMM 2330, and COMM 2338. Once a student has accumulated at least 45 hours and has an Overall GPA of at least 2.50, the student may then declare a major in Communication Studies. Only students admitted to the major will be able to register for additional upper level courses.

2. All students pursuing teacher certification must apply and be accepted to the Office of Educator Preparation (http://mycatalog.txstate.edu/undergraduate/educationoffice-of-educator-preparation).

**Bachelor of Arts (B.A.)**

- [Major in Communication Studies](http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/studies/communication-studies-ba)
- [Major in Communication Studies (Interpersonal Communication Concentration)](http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/studies/interpersonal-communication-studies-ba)
- [Major in Communication Studies (Organizational Communication Concentration)](http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/studies/organizational-communication-studies-ba)
- [Major in Communication Studies (Persuasive Communication Concentration)](http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/studies/persuasive-communication-studies-ba)
- [Major in Communication Studies (Teacher Certification in Speech, Grades 7-12)](http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/studies/communication-studies-teacher-certification-speech-grades-712-ba)

**Minors**

- Communication Studies
- Health Communication
- Leadership Studies
- Political Communication
- Second Teaching Field in Speech (Grades 7-12)
Courses in Communication Studies (COMM)

COMM 1310. Fundamentals of Human Communication. This course examines the speaking and listening principles and techniques that are fundamental for every aspect of human communication. The course develops basic verbal and nonverbal communication skills and knowledge in three specific contexts: interpersonal, small group, and public speaking.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Component Area Core 090|Component Area Core 091|Lab Required|Time Conflicts Permitted

Grade Mode: Standard Letter

TCCN: SPCH 1311

COMM 1340. Voice and Articulation. This course is a study of the physiology of the human voice and the sounds of speech. The student's own voice will be the primary focus, with practice to develop speech appropriate for professional contexts. Prerequisite: COMM 1310

3 Credit Hours. 3 Lecture Contact Hours. 2 Lab Contact Hours.

Grade Mode: Standard Letter

TCCN: SPCH 1342

COMM 2111. Speech and Drama Activities. A course designed to provide credit for participation in communication studies and theatre activities. May be repeated for a total four credits in communication studies and four credits in theatre. May be repeated with different emphasis for additional credit.

1 Credit Hour. 1 Lecture Contact Hour. 1 Lab Contact Hour.

Course Attribute(s): Exclude from 3-peat Processing

Grade Mode: Standard Letter

TCCN: SPCH 1144

COMM 2315. Interpersonal Communication. This course studies communication principles and theories exploring interpersonal interactions with emphasis on conceptual foundations, personal growth and skill enhancement. Prerequisite: COMM 1310

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

TCCN: SPCH 1318

COMM 2326. Interpretive Reading. A study of the techniques of the oral interpretation of literature with an emphasis on performance. Prerequisite: COMM 1310

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

TCCN: SPCH 2341

COMM 2330. Small Group Communication. This course focuses on communication in small groups and teams including an analysis of the structure and skills involved in managing the task and relational components of group work. Special emphasis is placed on problem solving discussion, effective meeting leadership and participation, and critical thinking. Prerequisite: COMM 1310

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

TCCN: SPCH 2333

COMM 2338. Public Speaking. This course helps the student to develop personal speaking skills and introduces principles of contemporary types of speeches. Prerequisite: COMM 1310

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

TCCN: SPCH 1315

COMM 3301. Empirical Research Methods. This course explores how to conduct and interpret communication research through the scientific method. Prerequisite: 6 hours COMM

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

COMM 3302. Rhetorical Research Methods. Students will explore and apply methods of analysis and evaluation of rhetorical discourse with emphasis on developing critical research and writing skills. Students should complete COMM 3302 before enrolling in other advanced rhetorical studies courses. Prerequisite: COMM 2338

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

COMM 3310. Communication Theory. This course explores the practical ways in which communication theory operates to foster self-awareness, to make sense of personal experiences, and to cultivate critical thinking.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

COMM 3318J. Communication in Health Organizations. This course examines the delivery and exchange of messages within health organizations. Specific communication contexts to be emphasized will include interpersonal conflict, negotiating, communication networks, communication environments, virtual systems of communication, channel/media selection strategies, communication climate, communities of practice, public relations communication campaigns, and organizational crisis management. Prerequisite: COMM 2315 or COMM 2330 or COMM 2338

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Exclude from 3-peat Processing

Grade Mode: Standard Letter

COMM 3318K. Diversity and Communication. This course will examine various styles of formal and informal communication and how to build awareness and understanding of diversity. It will address diversity issues stemming from similarities and differences in social characteristics such as age, gender, race, and sexual orientation. It will address how society communicates about issues related to diversity. Prerequisites: COMM 2315 or COMM 2330 or COMM 2338

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Exclude from 3-peat Processing

Grade Mode: Standard Letter

COMM 3318M. Intercultural Communication in the Americas. This course explores principles and practices of intercultural communication with specific applications to North and South America.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Exclude from 3-peat Processing

Grade Mode: Standard Letter
COMM 3318O. Environmental Communication: Sustainability, Rhetoric, Criticism and Advocacy.
The analysis of environmental communication contributes much to our knowledge about public discourse and the symbolic processes of influence in formal oratory, public debate, political communication, organizational communication, and mass media. This course will challenge you, but the rewards will be worth the effort - you will see and hear the public messages around you in a whole new way.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

COMM 3318Q. The Dark Side of Communication.
The Dark Side of Communication will examine aversive and problematic interactions in the interpersonal, organizational, and instructional settings. Sample topics include hurtful messages, stalking, aggression, jealousy, fatal attraction, and conflict. Students will take a research-based approach to understanding these undesirable, yet very common, communicative messages. Restricted to sophomore or higher classification.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

COMM 3318R. Instructional Communication Practicum.
This course will provide students with an overview of instructional communication research including teacher immediacy and clarity, and student responsiveness and engagement. Students will also work with a faculty supervisor as an instructional aide in which they will facilitate experiential activities and learn to assess lower division assignments. Permission of supervising instructor is required prior to registration.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics|Writing Intensive
Grade Mode: Standard Letter

COMM 3318S. Social Media in Organizations.
Social Media in Organizations prepares students to be effective social media writers, resourceful workers, critical consumers, and savvy job seekers. We will consider members’ use of social media inside organizations as well as explore our peripheral connection with organizations as consumers and prospective employees.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

COMM 3318T. Sports Communication.
Sports Communication provides a theoretical foundation to understand and apply interpersonal, organizational, team, and public communication skills in sports settings. Sample topics include: fan culture, racial identity and gender, player/coach interactions, and crisis communication. Students gain practical knowledge and skills to optimize verbal and nonverbal messages in sports contexts. Prerequisite: COMM 1310. Sophomore standing required.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

COMM 3318U. Public Advocacy and Civic Engagement.
This course provides a theoretical foundation to understand the fundamentals of public deliberation, advocacy, and civic engagement in a democratic society. Sample topics include practices of engagement and inquiry; ethics; free expression and the responsibility of advocates. Prerequisite: COMM 1310

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

COMM 3319. Introduction to Organizational Communication.
Applies communication and management theory along with contemporary research to understand messages in corporate, nonprofit, and volunteer organizations. Prepares the students to think critically about their organizational experiences and use theory to assess and manage communication processes including supervisor-subordinate communication, conflict, and cultures. Prerequisite: COMM 2315 or 2330

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 3325. Communication and Conflict Management.
Demonstrates the ways communication skills can be used to manage conflict. The class also provides an analytic framework for diagnosing conflict, negotiation, and mediation. Prerequisites: COMM 2315 or 2330 or permission of instructor; Full major or minor status. (WI)

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter

COMM 3326. Family Communication.
The study of the theory and research trends regarding the dynamics of family communication, including parent-child, sibling, marital, and intergenerational interactions; family culture and roles: divorce and step families; conflict; stress and well being. Prerequisite: COMM 2315

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter

COMM 3328. Communication and Gender.
Investigates the interactive nature of communication and gender, the creation of gender identities, and the role of gender and communication in a variety of settings. Prerequisites: COMM 2315; Full major or minor status. (MULT) (WI)

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Multicultural Content|Writing Intensive
Grade Mode: Standard Letter

COMM 3329. Intercultural Communication.
Presents theory and application of communication skills for a culturally diverse world. Develops verbal and nonverbal abilities in social and professional intercultural contexts. Prerequisites: COMM 2315, COMM 2330, or COMM 2338; Full major or minor status. (MULT)

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Multicultural Content
Grade Mode: Standard Letter

COMM 3330. Nonverbal Communication.
Introduces the conceptual foundations of nonverbal communication. Theoretical components, research methods and applications of nonverbal communication are also explored in a variety of contexts.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
COMM 3345. Argumentation and Debate.
A study of basic principles of argumentation emphasizing analysis, evidence, reasoning, and refutation and their applications in formal and informal debate contexts. Students will do laboratory work with the University forensics squad. Prerequisite: COMM 1310

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 3358. Professional Communication.
Application of self-presentation and interaction concepts and skills to the transition from undergraduate studies to professional life, including job selection, resume preparation and presentation, interviewing, and interaction management in business and professional settings. Prerequisite: COMM 2315, COMM 2330, or COMM 2338

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 4111. Practicum in Communication Studies.
On-the-job experience working with faculty to assist with the department missions of teaching, research or service. Students may work in the department communication lab, assist faculty in the classroom, serve as faculty research assistants or other academic support tasks. May be repeated one time for additional credit. Prerequisites: Senior class standing and permission of department chair; Full major or minor status

1 Credit Hour. 0 Lecture Contact Hours. 1 Lab Contact Hour.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

COMM 4307. Media Criticism.
Explores the influence of media messages based upon communication and rhetorical theories in shaping perceptions and values. Focus is upon the rhetorical analysis of how the visual media of film and television communicate social, political, and personal attitudes and behaviors. Prerequisites: COMM 2338; Full major or minor status

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 4310. Methods of Teaching Communication Studies.
A study of methods of teaching communication studies principles and skills for secondary school teachers. Students enrolled in teacher certification programs with a major in Nutrition, Consumer Affairs, Communication Studies or a second teaching field in Communication Studies should contact the Department of Communication Studies for approval to register. Prerequisites: COMM 1310, COMM 2338, COMM 2315, or COMM 2330 with minimum grade of "C". (WI)

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter

COMM 4315. Directed Research in Communication Studies.
Individual or group research projects at the advanced level that are not offered in the present curriculum. Permission and project approval must be obtained from the departmental chair prior to registration. May be repeated with different emphasis for additional credit. Prerequisites: Permission of instructor; Full major or minor status

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing!Dual Enrollment Permitted
Grade Mode: Standard Letter

COMM 4320. Planning Communication Studies Activities and Events.
This course is designed to assist individuals in the management and implementation of communication activities and events. The course includes practical experience in planning and directing individual events

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

COMM 4321. American Speeches.
Analysis and evaluation of major American speeches and their influence on the history and culture of the United States from 1630 to the present. Prerequisites: COMM 2338; Full major or minor status

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 4322. Rhetoric of Protest Movements.
Explores the persuasive strategies used by protest and political movements to promote social and political change. Focuses upon the application of critical perspectives in understanding the stages, leadership styles, and rhetorical appeals characteristics of movements in American society. Prerequisites: COMM 2338; Full major or minor status (MULT)

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Multicultural Content
Grade Mode: Standard Letter

COMM 4324. Organizational Rhetoric.
Guided by principles of rhetoric, students will investigate a variety of functions for internal and external audiences. Functions will include building identity; managing issues, impressions, and crisis; and influencing organizational culture. Students will use this knowledge to create and analyze organizational messages. Prerequisite: COMM 2338

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 4325. Communication and Technology.
This course explores how the use of information and communication technologies relates to interpersonal, organizational, public, political, and intercultural communication practices and outcomes. Prerequisite: COMM 2315, COMM 2330, or COMM 2338

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 4326. Health Communication.
This course provides students with an overview of major theoretical and practical issues for communicating about health issues in clinical, organizational, relational, and public contexts. Students will gain knowledge and skills to improve patient health outcomes through effective message strategies. Prerequisite: COMM 2315, COMM 2330, or COMM 2338

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 4329. Communication Training and Human Resource Development.
This course presents the principles and skills of developing and presenting communication training programs. An emphasis is placed upon applications of communication skill development, communication theory, and instructional communication research in organizational contexts. Prerequisite: COMM 2315, COMM 2330, or COMM 2338

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
COMM 4331. Persuasion.
An investigation of rhetorical and behavioral theories of persuasion, the devising of persuasive campaigns, as well as the consumption and generation of persuasive messages in a variety of communication settings. Applicable for careers in business, law, and human relations.
Prerequisites: COMM 2315 or COMM 2338; Full major or minor status
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 4338. Advanced Public Speaking.
In-depth critical analysis of speech construction and the development of presentation skills. Prerequisites: COMM 2338; Full major or minor status
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 4345. Political Communication.
A study of historical and contemporary political campaigns in the United States analyzing management strategies, promotional techniques, and rhetorical messages. Prerequisites: COMM 2338; Full major or minor status
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 4347. Leadership and Communication.
An advanced course in communication designed to examine in detail the phenomenon of leadership in groups and organizations. Various theories and approaches to leadership will be surveyed with an emphasis on applying leadership principles. Prerequisites: COMM 2330; Full major or minor status
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 4351. Relational Communication.
The study of theory and research trends regarding communication in close relationships, including attraction and intimacy; relationship development, maintenance, and dissolution; affection and support; and conflict. The theoretical and practical relevance of the social, emotional, and relational consequences of messages is emphasized throughout the course
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

COMM 4390. Communication Internship.
This course provides on the job experience in a communication related role in an approved organization. Enrollment requires permission of the instructor, a minimum of 150 clock hours on the job, a written contract with the internship coordinator, and a final portfolio of work. May be repeated for additional credit. Prerequisites: 6 hours of upper level communication electives completed with a grade of "C" or higher. Restricted to full majors or minors in their junior or senior year. Good academic standing required
3 Credit Hours. 0 Lecture Contact Hours. 6 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter