

**Assistant Professors**

Vince Benigni  
 Julie Davis  
 Kathleen DeHaan  
 Bethany Goodier  
 Celeste Lacroix  
 Chris Lamb  
 Shirley L. Moore  
 Gregory C. Schmitt

**Instructors**

Tony Chowning  
 Anne Fox

Communication is the inheritor of a long and honored tradition. Since the ancient Greeks, the study of rhetoric (the art of effective discourse) has been recognized as a key element of humane learning. It formed one of the seven liberal arts of education in medieval Europe. Modern communication curricula provide students with a comprehensive knowledge of the nature of human communication, the symbol system by which it occurs, its media, and its effects. As a field of study, the department contributes to a liberal education and provides basic preparation for either graduate study or careers in communication. Employment opportunities exist in organizational and industrial institutions, public relations and advertising agencies, the mass media, and civil and social agencies.

The communication major has three concentration areas: communication studies, media studies, and corporate communication.

*NOTE: All grades in communication courses will count toward a student's GPA in the major. Grades in other courses that are not a part of a student's declared track will not count toward that student's major GPA.*

*NOTE: Beginning with majors declared on August 15, 2001 or later, majors must complete COMM 210 within the first 15 hours of communication course work.*

**Major Requirements: 36 hours  
 Concentration in Communication  
 Studies**

At least 15 hours must be 300/400-level communication courses from the communication studies concentration.

**Required courses:**

COMM 104 Public Speaking  
 COMM 210 Introduction to Communication  
 Studies

COMM 214 Mass Media  
 COMM 230 Writing for the Mass Media  
 or ENGL 305 Advanced Composition  
 or COMM 332 Business  
 Communication  
 COMM/ENGL 382 Theories of Rhetoric  
 or COMM 384 Ethics in  
 Communication

**Choose two courses from:**

COMM 211 Oral Interpretation  
 COMM 213 Debate  
 COMM 220 Interpersonal Communication  
 COMM 221 Intercultural Communication  
 COMM 222 Small Group Communication

**Advanced skills: choose one from:**

COMM 320 Advanced Interpersonal Communication  
 COMM 330 Advanced Oral Interpretation  
 COMM 331 Advanced Public Speaking  
 COMM 333 Advanced Argumentation  
 and Debate Research

**Choose one from:**

COMM 365 American Public Address  
 COMM 380 Studies in Communication  
 COMM 383 Media Criticism

**Electives: At least nine hours from:**

ANTH 205 Language and Culture  
 BLAW 305 Corporate Communication Law  
 COMM 235 Public Relations Practices  
 COMM 295 Special Topics in  
 Communication (up to six hours)  
 COMM 325 Humor Writing  
 COMM 386 Media Law  
 COMM 387 Rhetoric of Social Movements  
 COMM 399 Tutorial (3-12)  
 COMM 405 Independent Study  
 COMM 495 Field Internship  
 COMM 499 Bachelor's Essay (6)  
 ENGL 390 Studies in Film  
 MKTG 331 Public Relations  
 PHIL 175 Business and Consumer Ethics  
 PHIL 185 Philosophy and Film  
 PHIL 210 Ethics and Law  
 POLS 386 American Politics and the Mass Media  
 POLS 343 Mass Media and the First Amendment  
 PSYC 308 Psychology of Personality  
 PSYC 310 Social Psychology  
 PSYC 323 Mass Media and Human Development

## Communication

(843) 953-7017

www.cofc.edu/communication

**Douglas Ferguson, Chair**

**Professor**

Douglas Ferguson

**Associate Professors**

Lynn Cherry  
 Tom Heeney  
 Kirk Stone

- PSYC 335 Psychology of Language  
 PSYC 340 Nonverbal Communication  
 PSYC 342 Approaches to Human  
 Communication  
 SOCY 362 (cross-listed as ANTH 367)  
 Social and Cultural Change  
 THTR 388 Dramatic Theory and Criticism  
 THTR 394 Literature of the Theatre  
 Any 200/300-level communication course not in the  
 communication studies concentration taken to fulfill  
 a requirement above may be used as an elective.

**Concentration in Media Studies:**

At least 15 hours must be 300/400-level communication courses from the media studies concentration.

**Required courses:**

- COMM 104 Public Speaking  
 COMM 210 Introduction to Communication  
 Studies  
 COMM 214 Mass Media  
 COMM 230 Writing for the Mass Media

**Law****Choose one from:**

- BLAW 305 Corporate Communication Law  
 COMM 386 Media Law

**Research****Choose one from:**

- COMM 383 Media Criticism  
 COMM 384 Ethics in Communication  
 POLS 389 Public Opinion in American Politics  
 PSYC 323 Mass Media and Human Development

**Advanced writing****Choose two courses from:**

- COMM 322 Feature Writing  
 COMM 325 Humor Writing  
 COMM 329 Opinion Writing  
 COMM 332 Business Communication  
 COMM 376 Public Affairs Reporting  
 ENGL 305 Advanced Composition  
 ENGL 334 Technical Writing

**Visual communication****Choose one from:**

- COMM 285 Basic Photojournalism  
 COMM 375 Editing

**Electives**

At least three additional courses (nine hours) must be taken from the following three categories.

**Media Electives:**

- COMM 235 Public Relations Practices  
 COMM 240 Introduction to Broadcast News  
 COMM 295 Special Topics (3-6)  
 COMM 340 Television News Reporting  
 COMM 365 American Public Address  
 COMM 380 Studies in Communication (3-6)  
 COMM/ENGL 382 Theories of Rhetoric  
 COMM 385 Advanced Photojournalism  
 COMM 399 Tutorial (3-12)  
 COMM 405 Independent Study in  
 Communication (1-3)  
 COMM 407 Seminar in Communication  
 Management  
 COMM 495 Field Internship (1-3)  
 COMM 499 Bachelor's Essay (6)  
 ENGL 390 Studies in Film  
 MKTG 330 Advertising  
 THTR 350 Selected Topics in Communication  
 Production

**Trident Technical College Electives:**

- RTV 101 Audio Techniques  
 RTV 105 TV Studio Operation

**Liberal Arts Electives:**

*NOTE: No more than one liberal arts elective course above the basic graduation requirements may be taken to complete the media studies concentration.*

- CSCI 101 Introduction to Computers  
 ECON 101 Introduction to Economics  
 HIST 201 U.S. to 1865  
 HIST 202 U.S. since 1865  
 MATH 104 Elementary Statistics  
 PHIL 175 Business and Consumer Ethics  
 PHIL 185 Philosophy and Film  
 PHIL 210 Ethics and the Law  
 POLS 101 American Government  
 PSYC 103 General Psychology  
 SOCY 101 Introduction to Sociology

Any 200/300-level communication course not in the media studies concentration taken to fulfill a requirement above may be used as an elective.

**Concentration in Corporate Communication****Required courses:**

- BLAW 305 Corporate Communication Law  
 COMM 104 Public Speaking

- COMM 210 Introduction to Communication  
 Studies  
 COMM 214 Mass Media  
 ECON 201 Principles of Macroeconomics  
 ECON 202 Principles of Microeconomics  
 MGMT 301 Management and Organizational  
 Behavior  
 MKTG 302 Marketing Concepts

**Writing****Choose one from:**

- COMM 230 Writing for the Mass Media  
 COMM 332 Business Communication

**Theory****Choose one from:**

- COMM/ENGL 382 Theories of Rhetoric  
 COMM 384 Ethics in Communication

**Application****Choose one from:**

- MKTG 330 Advertising  
 MKTG 331 Public Relations

**Electives****Choose one from:**

- COMM 225 Introduction to Organizational  
 Communication  
 COMM 365 American Public Address  
 COMM 380 Studies in Communication  
 COMM 387 Rhetoric of Social Movements  
 COMM 405 Independent Study in  
 Communication  
 COMM 407 Seminar in Communication  
 Management  
 COMM 495 Internship

**Communication Minor  
 Communication Studies  
 Requirements: 18 hours**

- COMM 104 Public Speaking  
 COMM 210 Introduction to Communication  
 Studies

**Choose at least two of the following  
 200-level courses:**

- COMM 211 Oral Interpretation  
 COMM 213 Debate  
 COMM 220 Interpersonal Communication  
 COMM 295 Special Topics in  
 Communication (3-6)

**Choose at least two of the following**

**300-level courses (six hours):**

- COMM 330 Advanced Oral Interpretation
- COMM 331 Advanced Public Speaking
- COMM 332 Business Communication
- COMM 333 Advanced Argumentation and Debate
- COMM 365 American Public Address
- COMM 380 Studies in Communication (3-6)
- COMM 382 Theories of Rhetoric
- COMM 383 Media Criticism
- COMM 384 Ethics in Communication
- COMM 387 Rhetoric of Social Movements
- COMM 405 Independent Study in  
Communication (1-3)
- COMM 495 Field Internship (1-3)
- ENGL 334 Technical Writing

**Media Studies Requirements:**

**21 hours**

- COMM 214 Mass Media
- COMM 230 Writing for the Mass Media

**Choose one from the following:**

- COMM 383 Media Criticism
- COMM 384 Ethics in Communication
- POLS 389 Public Opinion in American Politics
- PSYC 323 Mass Media and Human Development

**Choose one from the following:**

- COMM 322 Feature Writing
- COMM 329 Opinion Writing
- COMM 376 Public Affairs Reporting

**Nine hours from:**

- COMM 210 Introduction to Communication  
Studies
- COMM 235 Public Relations Practices
- COMM 240 Introduction to Broadcast News
- COMM 285 Basic Photojournalism
- COMM 295 Special Topics in  
Communication (3-6)
- COMM 340 Television News Reporting
- COMM 375 Editing
- COMM 380 Studies in Communication (3-6)
- COMM 385 Advanced Photojournalism
- COMM 386 Media Law
- COMM 405 Independent Study in  
Communication (1-3)
- COMM 495 Field Internship (1-3)
- MKTG 330 Advertising
- POLS 386 American Politics and the Mass Media