

# Communication

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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 and organizational communication.

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

*NOTE: Majors must complete COMM 210 within the first 15 hours of communication coursework.*

**Major Requirements: 36 hours  
(except 39 hours for media studies  
and corporate concentrations)**

### 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 Theory

COMM 301 Communication Research Methods

### Writing: Choose one course from:

COMM 230 Writing for the Mass Media

COMM 324 Speechwriting

COMM 332 Business Communication

ENGL 305 Advanced Composition

### Theory: Choose one course from:

COMM/ENGL 382 Theories of Rhetoric

COMM 384 Ethics in Communication

### Fundamentals: 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

### Applications: Choose two from:

COMM 365 American Public Address

COMM 370 Gender and Communication

COMM 383 Media Criticism

COMM 387 Rhetoric of Social Movements

COMM 482 Rhetoric and Identity

### Electives: Choose at least six hours from:

ANTH 205 Language and Culture

COMM 214 Mass Media

COMM 235 Public Relations Practices

COMM 295 Special Topics in Communication

COMM 380 Studies in Communication

COMM 386 Media Law

COMM 399 Tutorial (3-12)

COMM 405 Independent Study

COMM 495 Field Internship

COMM 499 Bachelor's Essay (6)

PSYC 310 Social Psychology

PSYC 340 Nonverbal Communication

PSYC 342 Approaches to Human Communication

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

Students are limited to no more than three hours

taken from COMM 295, COMM 380, and/or COMM 405 to fulfill requirements in the communication studies concentration.

### 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 Theory
- COMM 214 Mass Media
- COMM 230 Writing for the Mass Media
- COMM 301 Communication Research Methods
- COMM 386 Media Law

#### Theory/Research: Choose one from:

- COMM 383 Media Criticism
- COMM 384 Ethics in Communication
- COMM 414 Mass Media and Society
- POLS 389 Public Opinion in American Politics
- PSYC 376 Mass Media and Human Development

#### Advanced writing: Choose two courses from:

- COMM 322 Feature Writing
- COMM 327 Sportswriting
- COMM 329 Opinion Writing
- COMM 335 Public Relations Writing
- COMM 340 Television News Reporting
- COMM 376 Public Affairs Reporting

#### Visual communication: Choose one from:

- COMM 245 Introduction to Television Production
- COMM 285 Basic Photojournalism
- COMM 375 Editing
- CSCI 112 Communication Technology and the Internet
- CSCI 114 Electronic Publishing and Design

#### 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 324 Speechwriting
- COMM 325 Humor Writing
- COMM 332 Business Communication
- 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 435 Public Relations Campaigns
- COMM 495 Field Internship (1–3)
- COMM 499 Bachelor's Essay (6)
- ENGL 351 Studies in American Film
- HIST 200 Historiography
- MKTG 330 Advertising
- PHIL 115 Critical Thinking
- THTR 350 Selected Topics in Communication Production

#### Trident Technical College Electives:

- RTV 101 Audio Techniques
- RTV 103 Field Operations
- 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 110 Computing Concepts and Applications
- ECON 101 Introduction to Economics
- POLS 101 American Government
- PSYC 103 General Psychology
- SOCY 101 Introduction to Sociology

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

### Concentration in Corporate and Organizational Communication

#### Required courses:

- COMM 104 Public Speaking
- COMM 210 Introduction to Communication Theory
- COMM 301 Communication Research Methods
- COMM 326 Organizational Communication
- COMM 386 Media Law
- MKTG 302 Marketing Concepts

#### Fundamentals: Choose two from:

- COMM 214 Mass Media
- COMM 220 Interpersonal Communication
- COMM 221 Intercultural Communication
- COMM 222 Small Group Communication
- COMM 235 Public Relations Practices

#### 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

#### Applications/Electives: Choose three from:

- COMM 304 Training and Development
- COMM 324 Speechwriting
- COMM 335 Public Relations Writing
- COMM 380 Studies in Communication
- COMM 387 Rhetoric of Social Movements
- COMM 405 Independent Study in Communication
- COMM 407 Seminar in Communication Management
- COMM 435 Public Relations Campaigns
- COMM 495 Field Internship
- COMM 499 Bachelor's Essay (6)
- MKTG 330 Advertising
- MKTG 331 Public Relations
- MGMT 307 Human Resources Management
- MGMT 308 Managing Diversity
- MGMT 322 International Business

Students may not receive credit for both COMM 235 Public Relations Practices and MKTG 331 Public Relations.

Students may take only one course from the School of Business and Economics to fulfill the applications/electives component.

## Communication Minor

### Communication Studies Requirements: 18 hours

At least nine hours in the minor at the 200 level or above must be earned at the College of Charleston.

- COMM 104 Public Speaking
- COMM 210 Introduction to Communication Theory

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

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

#### Choose at least two of the following 300- or 400-level courses (six hours):

- COMM 301 Communication Research Methods
- COMM 320 Advanced Interpersonal Communication
- COMM 324 Speechwriting
- 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 370 Gender and Communication
- COMM 382 Theories of Rhetoric
- COMM 383 Media Criticism
- COMM 384 Ethics in Communication
- COMM 387 Rhetoric of Social Movements
- COMM 482 Rhetoric and Identity
- 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 two courses (6 hours) from the following:**

- COMM 322 Feature Writing
- COMM 327 Sports Writing
- COMM 329 Opinion Writing
- COMM 335 Public Relations Writing
- COMM 340 Television News Reporting
- COMM 376 Public Affairs Reporting

#### **Choose three courses (9 hours) from the following:**

- COMM 210 Introduction to Communication Theory
- COMM 235 Public Relations Practices
- COMM 240 Introduction to Broadcast News
- COMM 245 Introduction to Television Production
- COMM 285 Basic Photojournalism
- COMM 295 Special Topics in Communication\*
- COMM 340 Television News Reporting
- COMM 375 Editing
- COMM 380 Special Topics in Communication\*
- COMM 383 Media Criticism
- COMM 384 Ethics in Communication
- COMM 385 Advanced Photojournalism
- COMM 386 Media Law
- COMM 405 Independent Study in Communication (1–3)
- COMM 435 Public Relations Campaigns
- COMM 495 Field Internship (1–3)
- MKTG 330 Advertising

- POLS 386 American Politics and the Mass Media

*\*Students may take only a total of 3 hours from COMM 295 and COMM 380 courses or must receive permission of the*