COMMUNICATION

The Department of Communication seeks to provide students with a broad-based understanding of the processes of human communication and the importance of these communication processes in our society while serving and encouraging those students with professional aspirations to become ethical, articulate, creative, and innovative leaders in the field of communication.

Students major in communication as preparation for careers in business, law, teaching, and ministry, among others. Communication is the only way to exercise leadership, and oral communication is our main method for communicating with one another. Thus, the communication major proves useful to students with a wide array of career aspirations.

The communication specialist major combines courses in communication and film and digital media. This program of study blends a leadership/management/organizational communication focus with the development of expertise in digital media production. Like the communication major, it is appropriate for students with a wide array of career aspirations but is most appropriate for those intending to take advantage of communication expertise in a corporate career track.

Communication also offers students the opportunity to pursue a range of theoretical and practical courses in corporate communication, rhetoric and public discourse, and conflict management.

Various communication activities offer laboratory settings in which a student’s work is aided, directed, and evaluated by faculty specialists in a particular area of communication. These activities include:

a. The Glenn R. Capp Debate Forum, one of the nation’s distinguished debate programs, offers students experiences in intramural and intercollegiate debate and forensic events. The Capp Forum also sponsors argumentation seminars, public discussion forums, a summer debate institute for high school students, and a workshop for high school teachers.

b. Internship programs in communication provide students with real-world experience in their chosen field.

c. Students have the opportunity to study and work with professional international consultants in the Baylor in England-Kensington summer program.

• Communication, B.A. (https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/communication/communication-ba/)

• Communication - Secondary Major (https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/communication/communication-secondary-major/)

• Accelerated Bachelor of Arts/Master of Arts in Communication (https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/communication/joint-bachelor-arts-master-arts-communication/)

• Communication Specialist, B.A. (https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/communication/communication-specialist-ba/)

• Communication Specialist - Secondary Major (https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/communication/communication-specialist-secondary-major/)

• Corporate Communication Minor (https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/communication/corporate-communication-minor/)

• Rhetoric and Public Discourse Minor (https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/communication/rhetoric-public-discourse-minor/)

Communication (CSS)

CSS 1301 Fundamentals of Public Communication (3)
The preparation of public speeches, focusing on adapting messages to audiences. Credit may not be earned for this course if credit is earned in CSS 1302.

CSS 1302 Speech for Business and Professional Students (3)
Preparation and delivery of the types of presentations employed in organizational and corporate settings. Credit may not be earned for this course if credit is earned in CSS 1301.

CSS 1304 Argumentation, Discussion, and Debate (3)
A study of reflective thinking and intentional reasoning as applied to college discussion and debate. Application made to current topics.

CSS 1305 Introduction to Communication (3)
Foundational areas and research methods for the study of communication, including rhetoric and organizational, interpersonal, and nonverbal communication.

CSS 2264 Contest Speaking (2)
Interest in University forensic activities. Practice in forensic contests pointing toward the University program. Course extends throughout the year, meeting on Tuesday evenings each week.

CSS 2265 Contest Speaking (2)
Continuation of CSS 2264.

CSS 3247 Advanced Debate (2)
Pre-requisite(s): Advanced member of University forensic program Must be qualified to assist inexperienced students in their preparation. Course extends throughout the school year, meeting on Tuesday evenings each week.

CSS 3248 Advanced Debate (2)
Continuation of CSS 3247.

CSS 3302 Introduction to Rhetorical Theory and Criticism (3)
Pre-requisite(s): CSS 1301, 1302, or 1304
Rhetorical theory and criticism, including the history of the field of rhetoric, the theories that guide rhetorical inquiry, and how to compose a rhetorical analysis.

CSS 3304 Small-Group Communication (3)
Pre-requisite(s): CSS 1301, 1302, or 1304
Group interaction in decision-making and problem-solving situations associated with leadership, role development, and conflict management.

CSS 3305 Advanced Public Speaking (3)
Pre-requisite(s): CSS 1301, 1302, or 1304
Preparation and presentation of extemporaneous and written public speeches.

CSS 3306 Interviewing (3)
Pre-requisite(s): CSS 1301, 1302, or 1304
Application of communication theory to interview situations with emphasis on developing and using effective strategies.
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisite(s)</th>
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<tr>
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<td>Communication Theory</td>
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<td>CSS 3393</td>
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<td>CSS 4315</td>
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<td>CSS 4316</td>
<td>Advanced Interpersonal Communication</td>
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Theories and methods used to analyze visual communication. Considers several divergent schools of thought on the study of visual communication, including aesthetics, representation, semiotics, psychoanalysis, narrative, cultural studies, media studies, and rhetorical studies.

The role of communication in managing conflict in interpersonal, group, organization, and community contexts.

Examines advanced and complex types of communication contexts involving relational and group facilitation strategies, systemic interviewing practices, and the development of a basic understanding of systemic inquiry as a communication management strategy. Taught in London.

Survey of communication issues related to theory and research regarding relationships within the modern family system.

Design and implement a communication assessment of for-profit or nonprofit organizations.

Health communication theory and practice, including patient-provider communication, healthcare organizational communication, and health information technology.

Advanced survey of theory and research regarding communication and personal relationships.
CSS 4317 Narrating Health Across Culture (3)
Pre-requisite(s): Upper-level standing or consent of instructor
Examines pervasive health narratives, including best practices for the communication surrounding illness both from those living with the illness and those in support roles.

CSS 4318 Communication and New Technology (3)
Pre-requisite(s): Upper-level standing or consent of instructor
The ways in which communication is facilitated by new technologies with an emphasis on various theories related to computer-mediated communication and new communication technology.

CSS 4319 Cultural Approaches to Health Communication (3)
Pre-requisite(s): Upper level standing or consent of instructor
Examination of the influence of culture on communicative aspects of individuals' health.

CSS 4336 Seminar in Contemporary Communication Issues (3)
Pre-requisite(s): Consent of instructor
Seminar topics vary each semester. May be repeated once with change in topic.

CSS 4350 Rhetoric of Women and Gender (3)
Pre-requisite(s): Upper-level standing or consent of instructor
Analyzes the historical fight for women's rights and contemporary arguments about gender-based rights through the tools of rhetorical criticism.

CSS 4351 Criticism of Contemporary Public Address (3)
Cross-listed as PSC 4351
Pre-requisite(s): Upper-level standing or consent of instructor
Significant public speeches in contemporary society, with emphasis on applying principles and methods of rhetorical criticism.

CSS 4352 Corporate Advocacy and Public Policy (3)
Pre-requisite(s): Upper-level standing or consent of instructor
Influence of contemporary organizations on public attitudes and public policy through analysis of communication campaigns during both favorable and unfavorable conditions.

CSS 4353 Public Discourse and Foreign Policy (3)
Cross-listed as PSC 4353
Pre-requisite(s): Upper-level standing
An analytical approach to the discourse generated by United States foreign policy in the post-World War II era. Topics covered include the nature of public opinion and foreign policy, rhetorical and political constraints on foreign policy discourse, and in-depth analysis of the arguments for and against the conflict in Vietnam.

CSS 4354 African American Communication (3)
Cross-listed as PSC 4340
Pre-requisite(s): Upper-level standing
Rhetorical strategies of African Americans, focusing on the historically important documents of oratory, argumentation, homiletic, and narrative.

CSS 4380 Internship in Communication (3)
Pre-requisite(s): Fifteen hours in major and consent of instructor
Work at appropriate employment site for academic credit to accommodate career needs of communication students. Internships must be approved by the department director of internships. May be repeated for a total of six hours.

CSS 4392 Rhetorics of Race (3)
Exploration of ideas about communication, rhetoric, and race. Emphasis on rhetorical criticism as a methodological approach to public discourse and analysis of race as understood in contemporary American culture.

CSS 4394 Rhetorical Theory (3)
Pre-requisite(s): Upper-level standing or consent of instructor
Selected theories of persuasion in Western culture from the Greco-Roman period to the present. Topics covered include the relationship of rhetoric and poetic, arguments for a behavioral approach to rhetoric, and contemporary claims concerning rhetoric as a way of knowing.

CSS 4395 Visual Rhetoric (3)
Pre-requisite(s): Upper-level standing or consent of instructor
Theories and methodologies pertaining to visual rhetoric.

CSS 4396 American Rhetoric (3)
Pre-requisite(s): Upper-level standing or consent of instructor
Origin and development of rhetoric in American social movements, with emphasis on the characteristics of various types of communication situations and the discovery, analysis, and evaluation of common persuasive strategies.

CSS 4397 Public Discourse and the Classic Liberal Tradition (3)
Pre-requisite(s): Upper-level standing or consent of instructor
Analysis of major speeches, pamphlets, and essays in England and America on politics and political change from the early seventeenth century through the American Revolution. Topics addressed include the birth of the public sphere, church and state relations, and natural rights.

CSS 4399 Workshop in Directing the Speech Program (3)
Pre-requisite(s): Consent of instructor
Intended primarily for directors of speech activities in high schools and colleges. May be repeated once for credit.

CSS 4V85 Special Problems in Communication (1-6)
Pre-requisite(s): Fifteen semester hours in communication and consent of instructor
A conference course designed to give individual students opportunities for additional work in their area of concentration in the Department of Communication. One to three hours may be earned in a semester. May be repeated once with change in content for a total of 6 hours.