

## Concentrations in the Major

### Culture and Media

This concentration explores the complex relationship between culture and media. Courses in this concentration examine products, practices, and contexts of media and mass communication, turning attention to television, film, the Internet, and consumer practices. In general, these courses involve 1) reading theories of culture and media, 2) watching and discussing current media examples, and 3) writing papers that apply these theories to media texts and practices. Courses in **bold** best fit the above description of Culture and Media; the other courses explore media and culture as related to the course topic.

COM 3014 Comm, Gender & Identity  
**COM 3051 Analyzing Culture & Media**  
**COM3052 Cultural Studies & Comm**  
**COM 3413 Comm & Visual Culture**  
**COM 4016 Public Memory**  
 COM 4021 Family Comm/End of Life  
 COM 4030 Women & Comm  
 COM 4050 Globalization & Democratic Discourse  
 COM 4104 Comm, Tourism & Travel

**COM 4414 Race & Gender in Popular TV and Film**  
 COM 4530 Influencing Public Opinion  
**COM 4931 Special Topics in Media Analysis**  
 ORI 3950 Comm as Perf Lab  
 ORI 4019 Perf Identity & Culture  
 ORI 4410 Performance Art  
 ORI 4931 Performance & Video  
 SPC 3230 Rhetorical Theory  
 SPC 3513 Argumentation & Debate  
 SPC 3602 Advanced Public Speaking

**SPC 3653 Popular Forms of Communication**  
 SPC 3680 Rhetorical Analysis  
 SPC 3710 Comm & Cultural Diversity  
 SPC 4201 Oral Tradition  
 SPC 4310 Relationships on Film  
 SPC 4632 Rhetoric & Social Change  
**SPC 4683 Rhetoric of Mass Media**  
 SPC 4701 Intercultural Comm  
 SPC 4714 Comm, Culture & Community

### Health Communication

This concentration explores the complex relationships among communication and the many contexts, issues, and relationships surrounding health and well-being in the world today. Courses in this concentration investigate cultural, historical, social, and ethical meanings of health and illness as communicated in the doctor's office, the counselor's couch, patient narratives and stories, in family relationships, and in the media. In general, these courses involve 1) reading theories of health communication, 2) reading books and watching films that illustrate these concepts, 3) writing papers and taking tests that apply these theories to health communication practices. Courses in **bold** best fit the above description of Health Communication; the other courses explore Health Communication as related to the course topic.

COM 4020 Communicating Illness, Grief & Loss  
**COM 4021 Family Communication at End of Life**  
**COM 4022 Health Communication**  
**COM 4225 Global & Cultural Issues in Health Comm**

COM 4702 Communication, Language & Mental Illness  
 SPC 3212 Communication Theory  
 SPC 4305 Communication Emotions  
**SPC 4321 Communication & Aging**  
 SPC 4431 Family Communication

### Organizational Communication

This concentration examines the ways in which organizations are created, maintained, transformed, and, in some cases, destroyed by communicative practices. Organizations are a critically important context of human communication. Students learn how theory and practice come together in areas like public relations, marketing, and human resources. Interpersonal, group and mass communication levels are also explored as are leadership, intra and interorganizational conflicts, and the dynamics of change and stability. These courses involve 1) reading organizational and communication scholarship, 2) reading books, case studies, journal articles, newspaper articles, and watching films illustrating these concepts, 3) writing papers, taking tests, working on case studies in groups to apply these theories, 4) presenting projects in class. Courses in **bold** form the core of Organizational Communication study; the other courses offer tools that support this concentration.

**COM 3120 Organizational Communication**  
**COM 3122 Interviewing**  
 COM 4050 Globalization & Democratic Discourse  
**COM 4124 Organizational Change**  
**COM 4128 Integrated Organizational Communication**  
**COM 4151 Comm. and Working Life in Cont Orgs**

**COM 4530 Influencing Public Opinion**  
 SPC 3212 Communication Theory  
 SPC 3425 Group Communication  
 SPC 3602 Advanced Public Speaking  
 SPC 4714 Communication, Culture & Community

## Performance Studies

This concentration explores the many ways that performances shape our identities, social roles, cultures, politics, and communication practices. Courses in this concentration focus on performances in daily life, in relationships, and in political arenas, as well as in creating performances for the stage. In general, these courses involve 1) reading theories of performance and reading literary texts, 2) learning the strategies of adaptation, rehearsal, staging, and art-making, 3) writing papers and taking tests that illustrate central concepts, and 4) performing these discoveries in class and in public presentations. Courses in **bold** best fit the above description of Performance Studies; the other courses explore performances as related to the course topic.

COM 3014 Comm, Gender & Identity

COM 3413 Comm & Visual Culture

COM 4016 Public Memory

COM 4030 Women & Comm

**ORI 3950 Comm as Performance Lab**

**ORI 4019 Performing Identity & Culture**

**ORI 4120 Performance of Poetry**

**ORI 4150 Performing Nonfiction**

**ORI 4220 Performing Young Adult Literature**

**ORI 4310 Group Performance**

**ORI 4320 Writing for Performance**

**ORI 4410 Performance Art**

**ORI 4460 Performing Relationships**

**ORI 4931 Performance & Video**

SPC 3653 Popular Forms of Comm

SPC 4201 Oral Tradition

## Public Advocacy

This concentration explores how individuals, groups, and media work to shape the world through communication practices. Courses in this concentration investigate how language and images are used in advertising, public speaking situations, communities, and in political arenas to impact policy and lives. In general, these courses involve 1) reading and applying rhetorical theories of persuasion, 2) reading, watching, and/or participating in public events and groups that try to influence policy, and 3) writing papers that analyze and critique the many strategies employed, and 4) making presentations in class and in public on course work. Courses in **bold** best fit the above description of Public Advocacy; the other courses explore public advocacy as related to the course topic.

COM 3014 Comm, Gender & Identity

COM 3413 Comm & Visual Culture

COM 4016 Public Memory

COM 4030 Women & Comm

**COM 4050 Globalization & Democratic Discourse**

COM 4104 Comm, Tourism & Travel

COM 4530 Influencing Public Opinion

ORI 4019 Perf Identity & Culture

ORI 4410 Performance Art

**SPC 3230 Rhetorical Theory**

**SPC 3425 Group Communication**

**SPC 3513 Argument & Debate**

**SPC 3602 Advanced Public Speaking**

SPC 3653 Popular Forms of Comm

**SPC 3680 Rhetorical Analysis**

SPC 3710 Comm & Cultural Diversity

**SPC 4683 Rhetorical Analysis of Mass Media**

SPC 4701 Intercultural Comm

**SPC 4714 Communication, Community & Culture**

## Relational Communication

This concentration explores communication in personal relationships, including “close” relationships with family, friends, and romantic partners. Courses in this concentration focus on how relationships form, change, and dissolve; the consequences of relationships for participants; and how to improve them. Several of these classes put special emphasis on race, ethnicity, gender, generation, and culture as central to relationships. In general, these courses involve 1) reading theories and research about relationships in various contexts, 2) reading or watching examples of various relationships, 3) writing analyses of those relationships, including one’s own. Courses in **bold** below best fit the above description of Relational Communication; the other courses explore relationships as related to the course topic.

**COM 3014 Comm Gender & Identity**

COM 4020 Communicating Illness, Grief & Loss

COM 4021 Family Comm/End of Life

COM 4022 Health Communication

**COM 4030 Women & Comm**

COM 4151 Comm & Working Life in Cont Orgs

COM 4490 Communication and Love

COM 4702 Comm, Language & Mental Illness

COM 4710 Writing Lives

ORI 4019 Performing Identity & Culture

ORI 4220 Performing Young Adult Literature

ORI 4460 Performing Relationships

**SPC 3212 Communication Theory**

SPC 3425 Group Communication

**SPC 3710 Communication & Cultural Diversity**

SPC 4305 Communicating Emotions

**SPC 4307 Talk in Relationships**

**SPC 4310 Relationships on Film**

SPC 4321 Communication & Aging

**SPC 4431 Family Communication**

SPC 4701 Intercultural Comm

SPC 4714 Comm., Culture & Community