

SPC: Speech Communication Courses

Courses

SPC 2608 Basic Communication Skills
3 sh (may not be repeated for credit)

Emphasizes the link between the fundamental theories in speech communication and effective public speaking. Includes practical training and study in public presentation skills, audience analysis, speech construction and problem solving using lecture and experiential learning format. Credit may not be received in both SPC 2608 and SPC 2016. Meets General Education requirement in Humanities.

SPC 3301 Interpersonal Communication
3 sh (may not be repeated for credit)

Emphasizes the link between interpersonal communication skills and relationship building in personal and professional contexts. Includes components on self-awareness, impression management, rapport building, developing intimacy, managing conflict, ethical use of interpersonal power, diversity issues, leadership, and using technology to facilitate interpersonal communication. Involves hands-on service learning project that provides the opportunity to practice interpersonal skills in a professional setting.

SPC 3593 Practicum in Forensics
1-3 sh (may be repeated for up to 10 sh of credit)

Active forensics participation through library research, topic analysis, discussion, practice and travel to intercollegiate tournaments. Permission is required. Credit may not be received in both SPC 3593 and SPC 3594.

SPC 3605 Speech Writing, Analysis, and Delivery
3 sh (may not be repeated for credit)
Prerequisite: SPC 2608

Practical application in writing, analyzing, and delivering speeches for a variety of professional and social rhetorical situations.

SPC 3905 Directed Study
1-12 sh (may be repeated indefinitely for credit)

SPC 4540 Propaganda and Persuasion
3 sh (may not be repeated for credit)

Explores persuasion theory of persuasive activity at a variety of turns in the modern world. Special focus is on social movements, political campaigns and advertising. Seeks to gain a clearer understanding of how persuasive strategy works, from where it emerges and why and how we are affected by it.

SPC 4680 Rhetorical Criticism
3 sh (may not be repeated for credit)

The rationale, methods, and applications of rhetorical criticism. Goal is to improve understanding and evaluation of real-world persuasive communication. Lecture and reading materials are divided into two main units. First is the general nature of both rhetoric and criticism, providing a basic conceptual framework for the identification and analysis of rhetorical artifacts. Second is a survey of nine contemporary critical approaches; cluster criticism, fantasy-theme criticism, feminist criticism, genre criticism, ideological criticism, metamorphic criticism, narrative criticism, pentadic criticism, generative criticism.

SPC 4905 Directed Study
1-12 sh (may be repeated indefinitely for credit)

SPC 6545 Persuasion
3 sh (may not be repeated for credit)

Familiarizes students with major theories, areas of research, and ethical issues in the social scientific study and application of persuasion.

SPC 6646 Strategic Approaches to Presentational Speaking
3 sh (may not be repeated for credit)

Emphasizes advanced rhetorical theory, executive-level presentational speaking skill set development, and a diverse array of analytic tools used for context and public audience analysis. Focuses on the strategic application of these analytic and performance tools to instances of public and professional advocacy.

SPC 6905 Directed Study
1-12 sh (may be repeated indefinitely for credit)