

Speech Communication Studies (BA)

This program is offered by the School of Communications/ Communications and Journalism Department. It is available at the St. Louis home campus and at select U.S. campuses. Please see the Locations Offering Undergraduate Programs section of this catalog for a list of campuses where this program is offered.

Program Description

The undergraduate degree in speech communication studies provides students with an understanding of the process of oral communication, including communication in both presentational and relational contexts. Students are exposed to a variety of theory and skill development opportunities ranging from forensics and presentational applications to rhetorical and relational awareness, competence and analysis. The program offers opportunities to study in three areas: interpersonal/relational communication, professional speaking and performance and a comprehensive general approach to the field. Each program incorporates course work from a variety of discipline areas to provide a comprehensive theoretical and practical curriculum.

Learning Outcomes

Successful graduates of this program will be able to:

- Differentiate between effective interpersonal communication and ineffective interpersonal communication.
- Critically relate rational communication principles to messages and contexts.
- Use strategies to effectively adapt messages, oral and written, to audiences in an effort to achieve communication goals.
- Uphold the importance of communication competence as central to transforming students for global citizenship and individual excellence.

Portfolio Review Course Requirements

A portfolio review is not required for this major. Instead, students majoring in speech communication studies incorporate elements of all their course work in their culminating senior overview or an internship.

Degree Requirements

A minimum of 128 credit hours consisting of the following:

- 48 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Required Courses

- SPCM 1040 Public Speaking (3 hours)
- MEDC 1050 Introduction to Media Writing (3 hours)
or WRIT 1010 Composition (3 hours)
- SPCM 1280 Interpersonal Communication (3 hours)
- POLT 1550 Introduction to Political Argumentation and Debate (3 hours)
or SPCM 2000 Forensics (3 hours)
- SPCM 2200 Group Communication (3 hours)
- SPCM 2400 Persuasion (3 hours)
- SPCM 2600 Nonverbal Approaches to Media Analysis (3 hours)
- SPCM 3300 Navigating Relationships (3 hours)
- SPCM 3600 Rhetoric (3 hours)
- MEDC 3800 Studies in Cultural Diversity: Communication and Diverse Populations (3 hours)
- SPCM 4500 Conflict Resolution (3 hours)

- SPCM 4600 Communication Theory (3 hours)
- SPCM 4616 Communication Research Analysis (3 hours)
- SPCM 4620 Senior Overview* (3 hours)
or MEDC 4950 Internship* (3 hours)

*Capstone Course

In addition, a minimum of 6 credit hours must be chosen from the following:

- EPMD 1000 Introduction to Media Production (3 hours)
- JOUR 2380 Free Expression and the First Amendment (3 hours)
- MEDC 1630 Media Literacy (3 hours)
- MEDC 2200 Media Ethics (3 hours)
- MEDC 3190 Introduction to Media Research (3 hours)
- MEDC 4100 Law and the Media (3 hours)
- POLT 3550 Competitive Political Argumentation and Debate (3 hours)
- SPCM 3100 Communication as Storytelling (3 hours)
- SPCM 3150 Topics in Communication (3 hours)
- SPCM 3500 Presentations for Media Professionals (3 hours)
- SPCM 4610 Readings (3 hours)