

# Communication

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[www.cofc.edu/communication](http://www.cofc.edu/communication)

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## Senior Instructors

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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 other courses that are not a part of a student's declared track 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 corporate  
concentration)**

## 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

### Writing: Choose one course from:

COMM 230 Writing for the Mass Media

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 324 Speechwriting

COMM 330 Advanced Oral Interpretation

COMM 331 Advanced Public Speaking

COMM 333 Advanced Argumentation and Debate  
Research

### Applications: choose two from:

COMM 365 American Public Address

COMM 370 Gender Communication

COMM 383 Media Criticism

COMM 387 Rhetoric of Social Movements

COMM 482 Rhetoric and Identity

### Electives: at least nine hours from:

ANTH 205 Language and Culture

COMM 214 Mass Media

COMM 235 Public Relations Practices

COMM 295 Special Topics in Communication (up to  
six hours)

COMM 301 Communication Research Methods

COMM 325 Humor Writing

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 taken to fulfill a requirement above may be used as an elective.

## 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 386 Media Law

### Theory/Research: choose one from:

COMM 383 Media Criticism

COMM 384 Ethics in Communication

POLS 389 Public Opinion in American Politics

PSYC 323 Mass Media and Human Development

**Advanced writing: choose two courses from:**

- COMM 322 Feature Writing  
 COMM 327 Sportswriting  
 COMM 329 Opinion Writing  
 COMM 332 Business Communication  
 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 301 Communication Research Methods  
 COMM 324 Speechwriting  
 COMM 325 Humor Writing  
 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 PR 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  
 POLS 210 Introduction to Comparative Political Analysis  
 SOCY 271 Introduction to Social Research  
 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 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 326 Organizational Communication  
 ECON 201 Principles of Macroeconomics  
 ECON 202 Principles of Microeconomics  
 MKTG 302 Marketing Concepts

**Fundamentals: choose two from:**

- COMM 214 Mass Media  
 COMM 220 Interpersonal Communication  
 COMM 221 Intercultural Communication  
 COMM 235 Public Relations Practices  
 COMM 301 Communication Research Methods

**Writing: choose one from:**

- COMM 230 Writing for the Mass Media  
 COMM 332 Business Communication

**Law: choose one from:**

- COMM 386 Media Law  
 BLAW 305 Corporate Communication Law

**Theory: choose one from:**

- COMM/ENGL 382 Theories of Rhetoric  
 COMM 384 Ethics in Communication

**Applications/Electives: choose two from:**

- COMM 304 Training and Development  
 COMM 324 Speechwriting  
 COMM 335 Public Relations Writing  
 COMM 365 American Public Address  
 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 Internship  
 COMM 499 Bachelor's Essay (6)

- MKTG 322 International Business  
 MKTG 330 Advertising  
 MKTG 331 Public Relations  
 MGMT 307 Human Resources Management  
 MGMT 308 Managing Diversity

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

Students may take only one course from the School of Business 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 295 Special Topics in Communication (3–6)

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

- 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 380 Studies in Communication (3–6)  
 COMM 382 Theories of Rhetoric  
 COMM 383 Media Criticism  
 COMM 384 Ethics in Communication  
 COMM 387 Rhetoric of Social Movements  
 COMM 405 Independent Study in Communication (1–3)  
 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 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 either COMM 295 or COMM 380 courses or must receive permission of the department chair to receive credit for additional hours.*