

Speech Communication

University of Wisconsin-River Falls
www.uwrf.edu

The department of speech communication and theatre arts offers five emphases in communication and a theatre major. Students may select emphases which most closely matches their interests and career goals, and, in consultation with their faculty advisers in the department, they may make choices among the course options provided.

Goals

- To develop effective communicators who understand their chosen media of communication and use them well;
- to develop critical and sensitive receivers of communication, who can interpret and evaluate the messages to which they are exposed;
- to develop an appreciation for the interrelationship of theory, research, and practice;
- to develop an understanding and application of ethical systems in communication;
- to provide a sound foundation upon which students may build and adapt to future technological and social change.

Program

The speech communication emphasis includes courses representing all aspects of the discipline. Required courses are interpersonal communication, listening, nonverbal communication, persuasion, and a senior-level research-oriented seminar. Directed electives allow choices from the other areas of the discipline.

Faculty

The department of speech communication and theatre arts is composed of nine faculty members. Four teach principally in the speech communication area; three teach principally in theatre; one teaches principally in mass communication; and one teaches both theatre and mass communication courses. All teach Fundamentals of Oral Communication.

Faculty members direct the three co-curricular student activity programs offered by the department: forensics, theatre, and television. Faculty members also advise the student organizations associated with those three activities as well as the Business Communication organization.

Career Opportunities

Because communication is so vital to all aspects of our personal and professional lives, the speech communication emphasis is an excellent choice for students preparing for a variety of professional careers, such as law, the clergy, college teaching, or international relations and negotiations.

The professional and organizational communication emphasis features the communication skills most needed by the student preparing for a career in the business, government, or non-profit sector. Such employers recognize the centrality of good communication in the world of work, regardless of their specific field. Consequently, the student who chooses this emphasis is prepared for a career in a variety of institutions—retail, service, health-related, charitable, governmental, educational—often in a management track

The mass communication emphasis provides students with the necessary background for careers in film and television broadcasting, as well as for those who anticipate using these skills in other occupations.



SPEECH COMMUNICATION - SPEECH COMMUNICATION EMPHASIS

Department of Speech Communication and Theatre Arts
 B24 Kleinpell Fine Arts Building
 (715) 425-3971



Bachelor of Science Degree. Academic Advising Plan.

Semester 1 (Fall)

SCTA 106	Interpersonal Communication.....	3
	General education courses	12
	Total semester credits	15

Semester 2 (Spring)

SCTA 211	Public Speaking.....	3
	General education courses	12
	Total semester credits	14

Semester 3 (Fall)

SCTA 111	Argumentation	3
SCTA 208	Problem Solving in Small Group communication	3
	Minor course requirement.....	3
	General education courses	6
	Total semester credits	15

Semester 4 (Spring)

SCTA 206	Family Communication.....	3
SCTA 207	Listening	3
SCTA 284	Sophomore Seminar.....	3
	Minor course requirement.....	3
	General education courses	3
	Liberal arts course	3
	Total semester credits.....	18

Semester 5 (Fall)

SCTA 306	Nonverbal Communication.....	3
SCTA 313	Intercultural Communication (diversity)	3
	Minor course requirements	6
	Liberal arts course	3
	Total semester credits	15

Semester 6 (Spring)

SCTA 311	Persuasion	3
	Minor course requirements	3
	Liberal arts course	3
	General education courses	4
	Electives course	3
	Total semester credits	16

Semester 7 (Fall)

SCTA 499	Independent Study	3
	Minor course requirements	6
	Liberal arts course	3
	Electives course	3
	Total semester credits	15

Semester 8 (Spring)

SCTA 319	Freedom to Speak.....	3
SCTA 484	Senior Portfolio	1
	Minor course requirements	3
	General education courses	2
	Electives course	6
	Total semester credits.....	15

Summary of Degree Requirements

General Education	39 cr.
Major Requirements	36 cr.
Minor Program	24 cr.
Liberal Arts	12 cr.
Electives.....	9 cr.
Credits to Degree.....	120 cr.

This academic plan is an example of how students might choose to fulfill program requirements within a period of four years. After consulting with their advisers students may make other course choices which would meet the program requirements and be more suitable for them.