

Department of Speech Communication
Descriptions of Undergraduate Courses Offered, Fall 2008
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SPCM 101 Public Speaking. 3 hrs. Staff. An introductory course in public speaking skills. Students present speeches of various kinds during the semester. **Satisfies many undergraduate curricula public speaking requirement.**

SPCM 102 Introduction to Communication Theory and Research. 4 hrs. Caughlin. Surveys the questions probed, methods employed, and the current status of knowledge in speech communication; provides opportunities to understand the range of concerns and to explore specific areas of interest in the field. **Meets Behavioral Science General Education Requirement.**

SPCM 113 Small Group Communication. 3 hrs. Staff. Study of leadership, group process, and interpersonal relations in the small group, conference, and public forum; practice in leading and participating in discussion.

SPCM 199 Interviewing. 3 hrs. Staff. An introduction to the process, structure, and practice of interviewing; employment interviewing and resumes; information gathering and persuasive interviewing.

SPCM 208 Rhetoric of Film 3 hrs. Gill. Provides a theoretical and interpretative introduction to the cultural and communicative function of film. Examines the historical place of film in culture, the political debates around the role and ideological dimensions of this form of popular entertainment, and the social implications of the cinematic production pleasure.

SPCM 211 Business Communication. 3 hrs. Staff. Focuses on relevant theory and research on communication strategies and skills vital to diverse business contexts. Study, preparation, and presentation of business speeches; special attention to conferences, sales talks, interviews, and job applications.

SPCM 212 Introduction to Organizational Communication. 3 hrs. Poole. Introduces concepts and schools of thought in organizational communication. Topics include: interpersonal communication and organizing, internal and external communication systems and organizational effectiveness in the workplace.

SPCM 220 Communicating Public Policy. 3 hrs. Staff. The analysis, evaluation, and design of policy orientated communication. Examines how arguments, audience, and the public shape public policy. Students learn to formulate and present effective oral and written messages about policy questions in business, politics, and citizenship. **Meets Advanced Composition requirement.**

SPCM 230 Introduction to Interpersonal Communication. 3 hrs. Staff. Examines how we understand and coordinate everyday conversations and how communication works in personal relationships (e.g., friends, romantic relationships, family). Emphasis is on mastering and applying basic concepts in interpersonal communication theory and research. **Meets Social Science General Education Requirement**

SPCM 232 Intercultural Communication. 3 hrs. Staff. Examines the role of culture as an important dimension of verbal and non-verbal communication: asks what happens when members of different cultural and linguistic backgrounds interact; addresses theoretical and practical issues of intercultural contact situations, with a focus on national boundaries.

SPCM 275 (formerly COMM 264) Media Money & Power. 4 hrs. McChesney. Describes the political economy of the media in the United States. Acquaints students with a core understanding of how the media system operates, and with what effects, in a capitalist society. Examines the role of advertising, public relations, corporate concentration, and government regulation upon news reporting, entertainment, culture, and participatory democracy. Also examines issues such as the Internet, globalization, and public broadcasting.

SPCM 277 Media of Public Discourse. 4 hrs. Tevoksbury. Overviews research on political communication, violence and aggression, new technology, race, gender, and public health as portrayed in the mass media. **Meets Social Science General Education Requirement.**

SPCM 310 The Rhetorical Tradition. 3 hrs. O'Gorman. History of rhetoric as a discipline from earliest times to the 20th century. Selective focus on leading ideas, movements, and theorists with emphasis on understanding particular rhetorical theories as an adaptation to the specific demands of each cultural milieu.

SPCM 321 Persuasive Speaking. 3 hrs. Staff. Study of processes of motivation as applied to speeches intended to influence group opinion and action; practice in the preparation and delivery of short persuasive speeches.

SPCM 323 Argumentation. 3 hrs. Staff. Study of the theory of argumentation, such as evidence, reasoning, and construction of briefs; practice in formal and informal forms of debate and public discourses on current public questions.

SPCM 325 Politics and the Media. 3 hrs. Althaus. Examines the processes of mass-mediated political communication in democratic societies. Focuses on the interaction between news media, audiences, and political elites in the United States. Topics include: the role of news media in democratic theory, the construction of news such as journalistic routines, media economics, and

the strategic management of news by political elites.

SPCM 326 Mass Media & The Audience. 3hrs. Dixon. Presents theoretical models for conceptualizing audiences, mass media use, and reception of media messages. Examines the psychological and social character of audience experience, through a critical analysis of research on the uses and gratifications of mass media, social cognition, and studies of audiences as interpretive communities.

SPCM 354 Freedom of Speech. 3 hrs. Staff. Examines the foundational texts responsible for the European construction of notions of free speech; the American Revolution, The Continental Congress, and the radical transformation of free speech and democracy and contemporary debates over free speech and democracy pertaining to flag burning, pornography, and cyber-space.

SPCM 396 Diversity In Organizations. 3 hrs. Wright. Focuses on various components of diversity in organizations with a critical look at organizational culture in relation to power, gender, race, social class, sexuality, and age. Topics include: personnel, ethics, policies, staff needs and development, and relationships among colleagues.

SPCM 396 Communication and Controversy in Public Policy. 3 hrs. Giorgio. An advanced exploration of the discourses and effects of public policy. Subjects explored: food systems, transportation, environment, energy, politics, and media, with a focus on industry and government turn-style lobbying rules and reform. **Prerequisite: SPCM 220 or instructor consent.**

SPCM 396 Rhetorics & Practices of Crime, Punishment & Social Justice. 3 hrs. Hartnett. Since the late seventeenth century, Americans have argued about the death penalty and what it reveals about justice and freedom, opportunity and misfortune, good and evil, and race, class and gender. Explores how the death penalty triggers conversations about the character of the United States.

SPCM 396 The Rhetorical Presidency 3 hrs. Murphy. Analyzes the rhetoric of the American presidency, with specific emphasis on the rhetorical expectations and recurring situations attached to the presidency, as well as the genres of rhetoric that partly define the institution. Examines presidential power of persuasion based on critiques of the discourse produced by the modern president and the power of such rhetoric to define, interpret, and maintain American values and the institution of the presidency itself.

SPCM 396 Folklore as Communication 3hrs. Davis. Focuses on unofficial, homemade and vernacular communication, sometimes called "folklore." As found in oral traditions -- language, stories, sayings and expressions of popular wisdom -- and customs and celebrations, and their interaction with the mass media and digital communication. Many of the class projects will involve observing, documenting and analyzing student communication processes.

SPCM 410 Workplace Communication Technology. 3 hrs. Shumate. Focuses on how communication technologies shape the creation, content, and flow of information within and between organizations. Special attention is given to the characteristics of the technology, social and organizational practices, economics, and policy issues.

SPCM 411 Organizational Comm Assessment. 3 hrs. Staff. Concerns communication processes and problems in organizational settings. This course is intended to: increase awareness and knowledge of theory and its application to solving organizational communication problems, and to improve proficiency and skills in identifying, analyzing and solving communication problems in organizational settings.

SPCM 412 Advanced Organizational Communication. 3 hrs. Lammers. Advanced study of theory and research in organizational communication, with an emphasis on the institutional and cultural contexts of organizational communication. Topics include: organizational culture and climate, task- and occupation-related communication, and communication with the external environment.

SPCM 416 Early Modern Rhetoric. 3 hrs. Conley. Examines significant movements in the development of rhetorical theory in England, France, and America from 1500 to the present.

SPCM 421 Persuasion Theory and Research. 3 hrs. Quick. Survey of major theories of persuasion, research on factors influencing persuasive effectiveness, and application to problems of persuasive discourse.

SPCM 423 Rhetorical Criticism. 3 hrs. Finnegan. Methods of interpreting and judging persuasive discourse with emphasis on political speaking and writing, lectures and practice in criticism.

SPCM 427 Children and The Media. 3 hrs. Harrison. Examines the role of the mass media in the lives of children. Special attention is given to developmental differences in how children process the media. Topics include children's responses to media violence, media advertising, stereotypes in the media, and educational content.

SPCM 428 Media and the Human Body. 3 hrs. Harrison. Explores how the human body is portrayed within, and affected by, the mass media. The term "body" is applied to a wide range of corporeal issues of identity, such as ability and disability, race, age, sexuality, social class, athletic prowess, and health. The effects of media portrayals on the bodies of audience members, especially effects on emotion, behavior, and health will also be explored.

SPCM 432 Gender and Language. 3 hrs. Staff. Study of actual and perceived differences and similarities in the use of language by women and men; emphasizes the coal contexts of speech. Same as GWS 432/LING 432.

SPCM 437 Communication in Personal Relationships. 3 hrs. Knobloch. Examines theory and research regarding communication within close relationships. Addresses theoretical approaches to understanding how people negotiate their friendships, romantic associations, and family relationships.

SPCM 462 Interpersonal Health Communication. 3 hrs. Brashers. Focuses on connections between interpersonal communication and health. Communication in interpersonal relationships with doctors, friends, family, and peers can affect how people manage their health and illness. These relationships are important to processes such as health care decision making, social support, and coping with stresses of illness.

SPCM 474 Introduction to Research Methods. 3 hrs. Shumate. An Introduction to descriptive and experimental methods in communication; intended to produce understanding and critical evaluation of research designs.

SPCM 496 Communication & Health Campaigns. 3hrs. Quick. Covers many of the prominent theories employed in current and past health campaigns. In addition to examining current theoretical trends, the nuts and bolts of creating, disseminating, and evaluating a health campaign will be examined. After examining several recent campaigns, students will design their own health campaigns for the UIUC campus.

SPCM 496 Argumentation Theory & Evaluation. 3 hrs. Jacobs. Covers the main traditions of argumentation theory: logic, dialectic, and rhetoric. Attention to the problems of constructing reasonable messages and reasonable decision-making.

SPCM 496 Play & Technology. 3 hrs. Sandoig. Considers play and interactive media technology by examining electronic games. Investigates play as communication, the history of mediated games, competing social scientific and philosophical theories of play, the structure of games, and the societal consequences of mediated play. Topics include: the economics of playful technology, game culture, gender, educational play, social gaming, regulation and content rating of playful media, mediated violence, and considerations of game design.

SPCM 496 History of Telecommunications. 3 hrs. Schiller. Examines the development of a vital telecommunications networks. Shifts in industry structures and public policies are set within the larger and longer-term historical movement of American society. Each new networking technology is studied in the context of its dominant uses and users, and the conflicts that often erupted as it became institutionalized.

SPCM 496 Foundations of Critical Media Research. 3 hrs. McChesney. Examines the core works in communication upon which critical research is largely based. Authors to be read and discussed include: C. Wright Mills, Marshall McLuhan, Stuart Hall, Raymond Williams, Herbert Schiller, James Carey, Neil Postman, Noam Chomsky, and Edward S. Herman.

SPCM 496 Rhetorics of Globalization & Empire. 3 hrs. Hartnett. Examines organizational dynamics of globalization with emphasis on three major types of organizations and their global dynamics: social movements, multinational corporations, and inter-governmental organizations (like the United Nations and World Health Organization).

SPCM 496 Language & Communication. 3 hrs. Jacobs. Explores: (1) how the nature of human communication is shaped by the human ability to learn and use language, and (2) how the nature of human communication is shaped by the properties of the linguistic instruments humans have constructed. Topics include: animal communication; concepts and logic; grammar; language development; human biology and evolution; writing; computing machinery; plans, strategies, and inference as related to language.

SPCM 496 Rhetoric & Drama. 3 hrs. Conley. Examines rhetorical theory as it applies to the study of drama. Attention will be given to the rhetorical dimensions of the play genre such as plot construction, dialogue composition, staging and acting, as well as playwright intent with regard to the audience. The plays of Aristophanes, Plautus, Shakespeare, Odets, Brecht, Pinter and others will be read and discussed.

SPCM 496 Race and Media. 3 hrs. Dixon. An overview of racial stereotypes in the mass media and the effects of stereotypical imagery on viewers. The structural and social origins of stereotypic media from multiple perspectives are also discussed.

SPCM 496 Gender, Race and Work. 3 hrs. Wright. Examines the relationships among work, race, and gender differences in organizational settings. It gives an introduction to the typologies, issues, and research in the area of race, class, gender, sexuality, feminist theory, and communication.

****SPCM 396 and 496 may be repeated provided the topics are different.** (When enrolling in a 400 level course, make sure you are enrolling with the undergraduate CRN for 3 hours.)**