



2007-2008
Undergraduate Handbook

MAJOR
**Communication
Studies**

MISSION STATEMENT

The role and mission of the faculty and students of the Department of Communication Studies is to examine human symbolic activity as it shapes and is shaped by relationships, institutions, and societies. This work concerns the creation, analysis, and critique of messages. The department's research, teaching, and service devote particular attention to understanding the ways in which communication erodes and sustains collaboration within and among local, national, and global communities.

Main Office

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<http://www.unl.edu/cs/>

Undergraduate Advisors

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WELCOME!

The faculty of the University of Nebraska-Lincoln Department of Communication Studies is pleased that you are interested in Communication Studies. As an undergraduate major in our department, you will join one of the best communication programs in the nation. You will work with dynamic and vigorous faculty and graduate teaching assistants, who will assist you in developing an emphasis or suggested area of study that will help you succeed in your career field. Please visit our website at <http://www.unl.edu/cs/>. If you want to be a part of one of the most exciting areas of study and you want to increase your opportunities for a good paying career after graduation, you should major in Communication Studies.

COMMUNICATION STUDIES AND YOUR CAREER

Communication Studies is one the fastest growing disciplines in the country. At UNL the communication studies major has grown almost 300% in recent years because more and more students realize the importance that effective communication has in their lives. Our students are getting excellent jobs in a variety of career fields because employers also recognize the value of hiring effective communicators who understand communication in diverse contexts. In fact, employers consistently cite communication as the most important knowledge and skills their employees need in the 21st century.

Our students are among the best and brightest in the University. Our faculty members are highly dedicated and well-trained instructors who care about teaching and care about their students. In addition, the faculty is on the cutting edge of research in their respective areas of interest. A number of our instructors have received outstanding teaching, research, and service awards.

If you want an area of study that has depth as well as breadth—you want to consider Communication Studies—undergraduate students can emphasize corporate and business communication, pre-law, family communication, intercultural communication, teaching, liberal arts and public relations (the public relations emphasis is completed with the cooperation of Journalism and Mass Communications as well as Marketing). The significance and flexibility of communication studies cannot be overemphasized.

Employers have found communication graduates to excel in qualities of reflective thinking, analysis, and organization of ideas. Throughout the professional world increasing emphasis is placed on competency in communication. A wealth of research shows that effective communication skills are important for entering any organization. Once a member of an organization, these skills are necessary to execute the job and are essential for promotion and furthering your career. Today it is often true that a person's value is determined by his/her success in communicating with others. For additional information regarding careers for communication studies majors, please see the National Communication website titled "Pathways to Careers in Communication": http://www.jobtarget.com/home/index.cfm?site_id=560.

Students are encouraged to take advantage of the opportunities provided by UNL Career Services. Web address: www.unl.edu/careers. Campus address: Nebraska Union 230, City Campus, Lincoln, NE 68588-0451 Phone: (402) 472-3145.

ADVISING PROCEDURES

The following procedures should help you make the most of the communication studies advising process.

1. To declare a Communication Studies major, obtain a declaration of major form from the College of Arts and Sciences advising office, 107 Oldfather Hall. (If changing major, students need to retrieve their file from their previous advisor.)
2. You should meet with the advisor early in your program to discuss and file a program of study. Regular meetings with a departmental advisor are strongly encouraged.
3. Keep your undergraduate guide because this will aid you and your advisor in working out semester schedules.
4. Complete a degree audit form after you have completed 89 credit hours. This form is needed for the Credential Office to verify that you have fulfilled your major requirements for graduation. After completion of the senior check, you need to complete the degree audit.

If you have any address or telephone changes, please notify the office. This will help to keep our mailing lists up to date and to keep you informed of any activities.

REQUIREMENTS FOR A MAJOR IN COMMUNICATION STUDIES

The major in Communication Studies is designed to encourage students to develop a program of study tailored to their individual interests and needs.

Majors are expected to meet regularly with their advisor. An approved emphasis or area of study must be filed at the time students declare the major or within the first 12 hours of course work in the major. In order to graduate with a Communication Studies major, students must have an approved program of study. The minimum number of hours for a major in Communication Studies is 34 as of the 2000-2001 Undergraduate Bulletin. The 34-hour requirement must include the following nine points:

1. Communication Studies 200 and 201.
2. Communication Studies 109, 209, 212, or 311.
3. Comm 488—Senior Workshop and Assessment—see page 144 of bulletin. This course is presently only offered in the fall semester of each academic year.

4. A minimum of 19 hours must be taken in Communication Studies at or above the 300-level excluding Communication Studies 311, 390 and 490.
5. Of the 19 credit hours, at least 7 credit hours must be at the 400-level. Communication Studies 200 and 201 must be completed before enrolling in any 400-level course. Communication Studies 490 cannot be used to meet this requirement.
6. The department encourages qualified students to enroll in internship and independent study in order to supplement classroom experiences. However, internship and independent study are not a substitute for classroom experiences. No more than 3 hours of internship or independent study may count toward the 34-hour requirement in the major.
7. A Communication Studies major must have either an approved Plan A minor or two approved Plan B minors. An approved individualized program of study minor of 24 hours can also be used to meet this requirement.
8. A grade of “C” or above is required for all courses in the major.

SPECIAL OPPORTUNITIES IN COMMUNICATION STUDIES

University Debate and Forensics. With a rich tradition of excellence, debate and speech activities at UNL offer the opportunity to develop analytical and communicative skills to the level where you are recognized as the best.

As a member of the Nebraska’s Forensics Program, you will become an important part of one of the nation’s finest debate and speech teams. At the state, regional, and national levels, forensics students from the University of Nebraska-Lincoln consistently emerge as champions. UNL students have earned national championships in debate, extemporaneous speaking, oratory, student congress, and oral interpretation. Whatever your forensic interest, you will discover at the University of Nebraska-Lincoln a group of dedicated students and coaches with whom to develop your talents. For more information, go to: <http://www.unl.edu/cs/forensics/index.shtml>.

Honors. Superior students are encouraged to explore opportunities. Receiving one of these honors is based upon a recommendation by the College of Arts and Sciences Academic Distinction Committee. Highest distinction calls for students to be in the top five percent of their graduating class and to successfully complete a senior honor thesis. Students maintaining a grade point average over 3.5 who would like to graduate with honors should consider writing an honors thesis. Students wanting to do a thesis should contact a faculty member in the department the first semester of their junior year. See the current UNL Undergraduate Bulletin for complete details on graduating with honors. Please note: Thesis deadlines for the department precede college deadlines. Be sure to speak with your thesis advisor to correctly determine the due dates.

Internship. The Department of Communication Studies and the Office of Experiential Education work together to provide students practical communication experience in business or government. Students may receive credit through Communication Studies 490, Internship in Communication Studies. The department also offers instructional internships for students interested in education and training in business and industry. Students usually intern in 109 Fundamentals of Human Communication and/or 311 Business and Professional Communication. Students may receive credit through Communication Studies 390, Instructional Internship. All internships must be approved and supervised by a faculty sponsor.

Clubs and Honoraries. The **National Communication Association Student Club at UNL** is open to majors, minors, and other students interested in Communication Studies. The purpose of the club is to promote knowledge of communication studies through guest speakers, to work with the department on undergraduate issues and concerns, to hold social events, and to inform others about communication studies. **Lambda Pi Eta** is our national honorary society. It is open to full time students who have completed 60 semester hours, have an overall grade point average of at least 3.0, have completed 12 semester hours of Communication Studies courses with a grade point average of at least 3.25 and have displayed commitment to the field of communication studies. For more information, go to: <http://www.unl.edu/cs/org/csclub.shtml>.

**CURRICULAR EMPHASIS FOR MAJOR
Communication Studies: Public Relations**

**A Program offered with the cooperation of the College of Journalism & Mass Communications and the
Marketing Department**

<u>College:</u>	Colleges of Arts
<u>Department:</u>	Communication Studies
<u>Degree:</u>	Bachelor of Arts
<u>Accreditation:</u>	North Central Association of Colleges

Curricular Emphasis: Communication Studies students may apply to receive an emphasis in Public Relations by completing specific course requirements. In lieu of a minor, students must complete two additional bodies of coursework; one in Journalism & Mass Communications and one in the College of Business Administration. See details below. There is an application specific requirement for this specialization and admission to the emphasis is limited. Please see advisor for details and specifics for applying to this challenging program.

Coursework: In addition to the general liberal arts requirements, the Communication Studies major completes all communication major requirements. In addition, students must take the following courses:

College of Journalism & Mass Communications

101 Principles of Mass Media
201 Principles of Editing
202 Beginning Reporting
332 Principles & Promotional Writing
283 Promotional Writing
333 Communication Graphics
357 Communication Research & Strategy
450 Public Relations Theory, Strategy and Management
451 Public Relations Techniques: Writing, Message Dissemination and Media Networks
489 Advertising and Public Relations Campaigns

College of Business Administration

341 Marketing (perquisite is economics 211 & 212 or 210)
347 Marketing & Communication Strategy

plus two of the following courses:

443 Consumer Behavior: Marketing Aspects
449 Marketing Communication Campaign
453 International Marketing
458 Sales Management

Student Career Aspirations: Personnel, Public Relations, Management, Labor Relations, Sales, Consulting, Social Services.

Student Characteristics: Students in the Communication Studies major have a strong liberal arts background. The Communication Studies Department also stresses effective oral and written communication and interpersonal sensitivity.

Student Qualities/Skills: Nebraska graduates have strong work ethics. Specific skills include listening, decision-making, information processing, working with people, public speaking, and leadership.

Entry Level Employment: Public Information Officer, Customer Service Representative.

Employers of Graduates: California State Tourism, Nebraska Chamber of Commerce, Doane College (Public Relations Director), Watkins Concrete Block Co., Blue Cross/Blue Shield of Michigan, United Air Lines.

PLAN OF STUDY FOR MAJOR
Communication Studies: Pre-Law and Political Area

College: College of Arts & Sciences
Department: Communication Studies
Degree: Bachelor of Arts
Accreditation: North Central Association of Colleges

Curricular Emphasis: Communication Studies students may emphasize the Pre-Law and Political Area in their program of study.

Coursework: In addition to the general liberal arts requirements, the Communication Studies major completes a minimum of 34 semester credit hours. Of these 34 hours, the following are required:

109 Fundamentals of Human Communication, 209 Public Speaking, or 212 Debate
200 Introduction to Communication Studies
201 Introduction to Research Methods in Communication Studies
488 Senior Seminar (1 cr. Only offered in the fall semester)

Of these 34 hours, the student must choose at least 19 hours at or above the 300-level, 7 hours of which must be at the 400-level excluding 311, 390, and 490. These courses may include:

212 Debate
300 Nonverbal Communication
311 Business and Professional Communication
312 Argumentation
325 Interviewing
371 Communication in Negotiation and Conflict
375 Theories of Persuasion
400 Rhetorical Theory
430 Political Communication
452 Communication and Culture
470 Interpersonal Communication
485 Small Groups

The courses for a Pre-Law or Political emphasis are:

211 Intercultural Communication
295 University Speech & Debate
311 Business and Professional Communication
325 Interviewing

Student Career Aspirations: Law, Politics, Government.

Student Characteristics: Students with a Communication Studies major have a strong liberal arts background. The Communication Studies Department also stresses effective oral and written communication and interpersonal sensitivity.

Student Qualities/Skills: Nebraska graduates have strong work ethics. Specific skills include listening, communication skills in argumentation, negotiation and interviewing, as well as information processing, writing, working with people, problem solving, decision making, and leadership.

Entry Level Employment: Speech Writer, Legislative Assistant, Campaign Director, FundRaiser.

Employers of Graduates: National Republican Party, State of Nebraska Unicameral, various law practices, Nebraska Association of Farmworkers, US Senate (Staff Assistant to Senator Bob Kerrey), Lobbyist (in Washington, DC), Nebraska State Capitol (Legislative Assistant to Congressman).

PLAN OF STUDY FOR MAJOR
Communication Studies: Corporate and Professional Communication

<u>College:</u>	College of Arts & Sciences
<u>Department:</u>	Communication Studies
<u>Degree:</u>	Bachelor of Arts
<u>Accreditation:</u>	North Central Association of Colleges

Curricular Emphasis: Communication Studies students may emphasize the Corporate and Professional Area in their program of study. Many students minor in Business.

Coursework: In addition to the general liberal arts requirements, the Communication Studies major completes a minimum of 34 semester credit hours. Of these 34 hours, the following are required:

- 200 Introduction to Communication Studies
- 201 Introduction to Research Methods in Communication Studies
- 109 Fundamentals of Human Communication, 209 Public Speaking, or 212 Debate
- 488 Senior Seminar (1 cr. Only offered in the fall semester)

Of these 34 hours, the student must choose at least 19 hours at or above the 300-level, 7 hours of which must be at the 400-level excluding 311, 390 and 490. These courses may include:

- 300 Nonverbal Communication
- 311 Business and Professional Communication
- 371 Communication in Negotiation and Conflict
- 375 Theories of Persuasion
- 485 Small Group Communication
- 486 Organizational Communication

The courses for a Business and Professional emphasis are:

- 210 Small Group Problem Solving
- 211 Intercultural Communication
- 283 Interpersonal Communication
- 311 Business and Professional Communication
- 325 Interviewing

Student Career Aspirations: Public Administration, Public Relations Consultant, Personnel Manager, Industrial/Labor Relations Specialist, Sales Manager.

Student Characteristics: Students in the Communication Studies major have a strong liberal arts background. The Communication Studies Department also stresses effective oral and written communication and interpersonal sensitivity.

Student Qualities/Skills: Nebraska graduates have strong work ethics. The specific skills of this major include listening, research interpersonal, decision making, leadership, working with people, writing, problem solving, and public speaking.

Entry Level Employment: Sales, Marketing or Management Trainee, Supervisor.

Employers of Graduates: Proctor and Gamble, Motorola, ITT, Gallo Wines, Nestle, US West, Mutual of Omaha, First National Bank of Omaha, The Cornhusker Hotel, Summit Pharmaceuticals.

**PLAN OF STUDY FOR MAJOR
Communication Studies: Liberal Arts**

College: College of Arts & Sciences
Department: Communication Studies
Degree: Bachelor of Arts
Accreditation: North Central Association of Colleges

Curricular Emphasis: Communication Studies students may emphasize the Liberal Arts in their program.

Coursework: In addition to the general liberal arts requirements, the Communication Studies major completes a minimum of 34 semester credit hours. Of these 34 hours, the following are required:

200 Introduction to Communication Studies
201 Introduction to Research Methods in Communication Studies
109 Fundamentals of Human Communication, 209 Public Speaking, or 212 Debate
488 Senior Seminar (1 cr. Only offered in the fall semester)

Of these 34 hours, the student must choose at least 19 hours at or above the 300-level, 7 hours of which must be at the 400-level excluding 311, 390 and 490. These courses may include:

300 Nonverbal Communication
312 Argumentation
325 Interviewing
370 Family Communication
371 Communication in Negotiation & Conflict
375 Theories of Persuasion
380 Gender and Communication
400 Rhetorical Theory
452 Communication and Culture
470 Interpersonal Communication
488 Senior Seminar (1 cr. and offered only in the Fall Semester)

Other courses suggested for a Liberal Arts emphasis are:

210 Small Group Problem Solving
211 Intercultural Communication
220 Introduction to Public Discourse
280 Communication and Popular Culture
283 Interpersonal Communication

Student Career Aspirations: Education, Health/Social Services, Business/Industry, Media/Performing Arts, Law, Ministry, Administration, Counseling.

Student Characteristics: Students with a Communication Studies major have a strong liberal arts background. The Communication Studies Department also stresses effective oral and written communication and interpersonal sensitivity.

Student Qualities/Skills: Nebraska graduates have strong work ethics. Specific skills include listening, writing, working with people, problem solving, leadership, creativeness, public speaking, information processing, and organizing systems.

Entry Level Employment: Consultant, Teacher (must have teaching degree), Acting/Drama, Supervisor.

Employers of Graduates: American Express, Lincoln Public Schools, Ainsworth Public Schools, Alpha Omicron Pi International, Marriott Residence Inn, Omaha World-Herald, Oasis Management Consultants, Missouri School Board Association, Big Brother/Big Sister, March of Dimes, Globe of the Great Southwest, Nebraska Children's Home, SRI/Gallup Organizations.

UNDERGRADUATE COURSES:

109	Fundamentals of Human Communication
109H	Honors Fundamentals of Human Communication
189H	University Honors Seminar
198	Special Topics
199	Independent Study
200	Introduction to Communication Studies
201	Introduction to Research Methods in Communication Studies
205	Performance of Literature
209	Public Speaking
209H	Honors Public Speaking
210	Small Group Problem Solving
210H	Honors Small Group Problem Solving
211	Intercultural Communication
212	Debate
220	Introduction to Public Discourse
226	Introduction to Broadcasting
280	Communication & Popular Culture
283	Interpersonal Communication
295	University Speech & Debate
300	Nonverbal Communication
311	Business and Professional Communication
312	Argumentation
325	Interviewing
334	Introduction to Public Opinion
354	Health Communication
370	Family Communication
371	Communication in Negotiation and Conflict
375	Theories of Persuasion
380	Gender and Communication
390	Instructional Internship
398	Special Topics in Communication
399	Independent Study
399H	Honors Independent Study
400	Rhetorical Theory
412	Directing Forensics
427	Instructional Communication
430	Political Communication
452	Communication and Culture
470	Interpersonal Communication Theory
480	Critical and Interpretive Research
482	Experimental Research
485	Small Group Communication Theory
486	Organizational Communication
488	Senior Workshop and Assessment
490	Internship in Communication
498	Special Topics in Communication
499H	Honors Course

For course descriptions, see your undergraduate bulletin or go to: <http://www.unl.edu/cs/ugrad/coursedescript.shtml>

Checklist for Communication Studies Major College of Arts and Sciences

Requirements for the major:

_____ **Comm 109, 209, 212, or Comm 311**

_____ **Comm 200**

_____ **Comm 201**

_____ **Comm 488** **(1 hr.) Fall semester only**

18 hours at or above 300-level, with at least 7 hours in any 400-level course.

_____ **Comm 300/400**

_____ **Comm 300/400**

_____ **Comm 300/400** *(excludes Comm 311, 390, and 490)*

_____ **Comm 300/400**

_____ **Comm 4**_____

_____ **Comm 4**_____

6 hours of elective required to reach the total of 34 hours

_____ **Comm** _____ **(3 hrs.)**

_____ **Comm** _____ **(3 hrs.)**

- Only 3 hours internship or independent study allowed toward 34 hours
- Grade of C or above required for all courses in the major
- Approved Plan A minor required or two approved Plan B minors required:

Plan A minor _____

-or-

Plan B minors 1. _____ & 2. _____

MAJORS MUST KEEP THE FOLLOWING MATERIALS FOR THEIR ASSESSMENT PORTFOLIO

- _____ Oral speech evaluation form indicating that you have presented a speech using Power Point. (This must be completed by a faculty member or an instructor assistant--or written approval of faculty member that you have oral presentational skill competency using PowerPoint.)

- _____ A written paper from a 200, 300, and 400 level course. The paper must include written comments by the instructor.
 - _____ 200
 - _____ 300
 - _____ 400

- _____ A Resume'

- _____ Career Objective and a self-assessment statement

As a major, I have seen this requirement and agree to retain these materials for my assessment portfolio.

(Signature of student)

(Date)

PLEASE RETURN TO COMMUNICATION STUDIES OFFICE (432 OLDFATHER HALL) OR DR. KAREN LEE (441 OLDFATHER HALL) AS SOON AS YOU DECLARE A MAJOR IN COMMUNICATION STUDIES. WITHOUT THIS RETURNED BACK TO THE DEPARTMENT YOU WILL NOT BE CONSIDERED AN APPROVED MAJOR AND WILL NOT BE EXCUSED FROM MAJOR REQUIREMENTS.

PLEASE KEEP A COPY FOR YOUR RECORDS.