The Communication Department studies the phenomenon of human communication in all its aspects. We support a liberal arts approach to communication through scholarship, creative production, and teaching in three concentrations: communication science, media studies, and rhetorical studies. Our goal for undergraduate majors and minors is to prepare them for the responsibilities of citizenship and for the many career paths in which knowledge of communication is a critical asset. Our goal for our Masters program is to provide the best preparation for advanced research and scholarship at the doctoral level.

Mission Statement:

DEPARTMENT OF COMMUNICATION

308A Carswell Hall
Wake Forest University
Winston-Salem, NC 27106

Phone: 336.758.6160
Email: lanierpr@wfu.edu

Phone: 336.758.5405
Email: herrinkn@wfu.edu

Allan Louden—Dept. Chair

Faculty and Staff

**Full Time Faculty**
Jarrod Atchison, Rhetorical Theory and Debate
Mary Dalton, Critical Media Studies
Sandra Dickson, Documentary Film
Peter Gilbert, Documentary Film
Steve Giles, Health Communication
Justin Green, Debate
Michael Hazen, International Communication
Cindy Hill, Documentary Film
Woody Hood, Media Communication
Michael Hyde, Communication Ethics
Steve Jarrett, Media Arts
Marina Krcmar, Media Communication
Candyce Leonard, Film Criticism
John Llewellyn, Organizational Communication
Allan Louden, Political Communication
Ananda Mitra, Technology
Len Neighbors, Debate
Dee Oseroff-Varnell, Public Speaking
Stokes Piercy, Media Arts
Cara Pilson, Documentary Film
Jen Johnson Priem, Interpersonal Communication
Randall Rogan, Crisis Negotiations and Terrorism
Alessandra Von Burg, Rhetorical Theory
Ron Von Burg, Rhetoric of Science
Margaret Zulick, Rhetorical Criticism

**Staff**
Virginia Bannigan, Administrative Assistant, Debate
Kimberly Herring, Administrative Assistant
Patty Lanier, Administrative Coordinator
Jo Lowe, Instructional Tech. Specialist

More information including details about Honors and Internships can be found on the department website:

Http://www.wfu.edu/communication
**A Communication Degree**

### Communication Science
The Department of Communication offers majors the opportunity to concentrate in special areas of study. Communication majors may choose to concentrate in Rhetorical Studies, Media Studies, or Communication Science.

**Communication Science** seeks to understand the production, processing, and effects of verbal and nonverbal code systems on myriad facets of human communication. The goal of communication science is to describe, predict, explain, and manage human communication.

Students seeking the Communication Science concentration must choose at least five (5) courses from the following:

- 113 Relational Communication
- 220 Empirical Research in Communication
- 245 Introduction to Mass Communication
- 250 Comm. in Entrepreneurial Settings
- 270 Special Seminar
- 286 Individual Study I
- 287 Research Practicum I
- 288 Research Practicum II
- 305 Communication Ethics
- 314 Media Effects
- 321 Comm., Technology & Entrepreneurship
- 330 Communication and Conflict
- 331 Communication, Terrorism, and Hostage Negotiation
- 335 Survey of Organizational Communication
- 342 Political Communication
- 350 Intercultural Communication
- 351 Comparative Communication
- 352 Interpersonal Communication
- 353 Persuasion
- 354 International Communication
- 355 Survey of Health Communication
- 356 Health Communication: Patient-Provider
- 357 Health Communication Campaigns
- 370 Special Topics
- 380 Great Teachers

### Media Studies
The **Media Studies** concentration considers the production, interpretation, and theoretical analysis of communication that is (1) disseminated to a broad and largely anonymous audience and (2) mediated by the various technological devices that make such broad dissemination of the message possible. Students seeking the Media Studies Concentration must take at least five (5) courses from the following:

- 116 On-Camera Performance
- 117 Writing for Public Relations and Advertising
- 140 Information and Disinformation on the Internet
- 215 Broadcast Journalism
- 245 Introduction to Mass Communication
- 246 Introduction to Film & Media Aesthetics
- 247 Foundations of Digital Media
- 250 Communication in Entrepreneurial Settings
- 270 Special Seminar
- 282/283 Debate I & II
- 286 Individual Study I
- 287/288 Research Practicum I & II
- 304 Freedom of Speech
- 305 Communication Ethics
- 314 Media Effects
- 315 Communication and Technology
- 316 Screenwriting
- 317 Communication and Popular Culture
- 318 Culture and the SitCom
- 319 Media Ethics
- 320 Media Theory & Criticism
- 321 Communication, Technology & Entrepreneurship
- 322 Political Communication
- 324 Sport, Media, and Communication
- 331 Communication, Terrorism, and Hostage Negotiation
- 342 Political Communication
- 343 Persuasion
- 344 Conspiracy Theories in Am. Public Discourse
- 345 Rhetoric of Science and Technology
- 346 Sport, Media, and Communication
- 347 Rhetoric of the Law
- 351 Comparative Communication
- 352 Interpersonal Communication
- 353 Persuasion
- 354 International Communication
- 355 Survey of Health Communication
- 356 Health Communication: Patient-Provider
- 357 Health Communication Campaigns
- 358 Health Communication & Bioethics
- 370 Special Topics
- 380 Great Teachers

### Rhetoric
A concentration in **Rhetorical Studies** involves cultivating an appreciation of how speakers locate and use modes of persuasion in the interests of their communities, constituents, organizations, and institutions. "Rhetoric" is understood as the art of public speech in both theory and practice. Students who concentrate in Rhetorical Studies must take at least five (5) courses from the following:

- 117 Writing for PR
- 225 Historical/Critical Research in Communication
- 250 Communication in Entrepreneurial Settings
- 270 Special Seminar
- 282/283 Debate I & II
- 286 Individual Study I
- 287/288 Research Practicum I & II
- 300 Classical Rhetoric
- 301 Human Comm. & the Structure of Reality
- 302 Argumentation Theory
- 304 Freedom of Speech
- 305 Communication Ethics
- 306 Sem. In Rhetorical Theory (Burke & Bakhtin)
- 317 Communication and Popular Culture
- 335 Survey of Organizational Communication
- 336 Organizational Rhetoric
- 337 Rhetoric of Institutions
- 338 African American Rhetoric
- 339 Practices of Citizenship
- 340 American Public Discourse I
- 341 American Public Discourse II
- 342 Political Communication
- 343 Presidential Rhetoric
- 344 Conspiracy Theories in Am. Public Discourse
- 345 Rhetoric of Science and Technology
- 346 Sport, Media, and Communication
- 347 Rhetoric of the Law
- 351 Comparative Communication
- 352 Interpersonal Communication
- 353 Persuasion
- 354 International Communication
- 358 Health Communication & Bioethics
- 370 Special Topics
- 380 Great Teachers

### Required Courses for Major — 30 hours
110 Public Speaking OR 102 Debate and Advocacy
225 Historical/Critical Research in Communication
220 Empirical Research in Communication
Minimum of 12 hours must be from the 300 level courses

### Required Courses for Minor — 18 hours
110 Public Speaking OR 102 Debate and Advocacy
225 Historical/Critical Research in Communication
OR 220 Empirical Research in Communication
Minimum of 3 hours must be from the 300 level