



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 Krmar, 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



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

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

[Http://www.wfu.edu/communication](http://www.wfu.edu/communication)



WAKE FOREST
UNIVERSITY

DEPARTMENT OF COMMUNICATION



Mission Statement:

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.

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

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

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
- 284 Production Practicum I
- 285 Production Practicum II
- 286 Individual Study I
- 287 Research Practicum I
- 288 Research Practicum II
- 304 Freedom of Speech
- 305 Communication and Ethics
- 310 Advanced Digital Media (P-COM 247)
- 312 Film History to 1945
- 313 Film History since 1945
- 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
- 342 Political Communication
- 346 Sport, Media, and Communication
- 351 Comparative Communication
- 354 International Communication
- 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 1
- 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
- 354 International Communication
- 358 Health Communication & Bioethics
- 370 Special Seminar
- 380 Great Teachers

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