



Bachelor of Arts in Speech Communication

College of Communications

Why should I major in speech communication at Cal State Fullerton?

Today's careers require the ability to communicate clearly, both verbally and in writing, and to understand how communication works within organizations and small groups and between individuals. Our diverse, rapidly-changing society rewards those who communicate persuasively and effectively with consumers, clients, and others across cultural boundaries. The Department of Human Communication Studies offers a B.A. degree in Speech Communication that prepares you for success in your career by offering:

Outstanding Faculty - Our faculty is committed to quality teaching and learning. You will learn the latest theories and principles, as well as practical applications through internship experiences. Many of our faculty are well-known in their fields of study, and all stay current through a combination of research activities and communication consulting.

Flexibility - The degree provides career flexibility – you do not have to decide during your college years on a specific career pathway. You can enjoy the advantages of a college education and the special advantages that come with excellent communication skills, because these skills are highly valued by all employers including those in business, industry, nonprofit organizations, government and educational institutions.

Opportunities for Intercollegiate Competition - Many students, including non-majors, elect to join our CSUF Speech and Debate Team, which consistently ranks at or near the top in competitions across the nation. Debate provides students with invaluable experiences in improving communication skills, which are an asset in almost any career, including law.

Commitment to Students - The department values its students and treats them accordingly. You will be able to work with your adviser to design a program that meets your individual needs, and faculty will work hard to make sure that you have a rich learning experience as you progress through the program.

Dynamic Students - Students who select speech communication as their major enjoy communication and are generally “people oriented.” This orientation makes for a college experience that is as enjoyable as it is valuable.



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The California State University

What is a speech communication major?

A speech communication major is one who is committed to learning the theory and principles behind excellent communication and who wants to acquire skills in communicating with others—both within and across cultural boundaries—in a variety of business, professional and interpersonal settings.

What types of career opportunities are available?

The B.A. degree in Speech Communication prepares you for a wide variety of careers in business, industry, government, nonprofit organizations or human services. With careful planning and advisement, you can also pursue an advanced degree in an area that requires excellent communication such as law, social work, clinical psychology, business administration, and high school or university teaching.

Your studies in speech communication will emphasize one of five areas. The emphasis in *Argumentation and Persuasion* prepares you for careers in government or politics, and it offers particularly strong preparation for law school. The emphasis in *Interpersonal Communication* prepares you for entrance into a variety of careers in social and human services. You can also pursue advanced education leading to careers in teaching, counseling, social work or clinical psychology. The emphasis in *Organizational Communication* prepares you for careers in business, nonprofit organizations or government; examples are community relations director or representative, conflict manager, customer service representative, director of corporate communications, executive manager, human resource manager, industrial and labor relations representative, mediator, negotiator, public information officer, or sales representative. The emphasis in *Intercultural Communication* prepares you for communication across cultural boundaries in careers such as customer service and sales representative, diplomat, foreign correspondent, foreign relations or foreign service officer, host for foreign dignitaries, intercultural and diversity trainer, international corporate representative, international and study-abroad student adviser, and travel industry representative. The emphasis in *Communication Studies* allows you to select courses in two of these areas.

What courses are required for the major?

Speech communication majors take a total of 42 units in the major, including 18 units of core requirements, 9 units of theoretical core, and 15 units in the area of emphasis. An internship (Human Comm 437) is strongly recommended in each of the areas of emphasis to give you experience applying the principles of excellent communication in a real-life setting.

Core Requirements (18 units)

Human Comm 102 Public Speaking (3)

Human Comm 200 Human Communication (3)

Human Comm 236 Essentials of Debate (3)

Human Comm 300 Introduction to Research (3)

Human Comm 308 Quantitative Research Methods (3)

Human Comm 320 Intercultural Communication (3)

Theoretical Core (9 units)

- Human Comm 313 Interpersonal Communication Theory (3)
OR Human Comm 332 Process of Social Influence (3)
- Human Comm 324 Communicating in Groups and Teams (3)
OR Human Comm 326 Organizational Communication Dynamics (3)
- Human Comm 330 Rhetoric of Popular Culture (3)
OR Human Comm 335 Advanced Argumentation (3)

Emphasis in Organizational Communication (15 units)

- Human Comm 220 Interpersonal Conflict Management (3)
- Human Comm 324 Communicating in Teams and Groups (3)
- Human Comm 325 Interviewing: Principles and Practices (3)
- Human Comm 326 Organizational Communication Dynamics (3)
- Human Comm 333 Communication in Business and Professions (3)
- Human Comm 334 Persuasive Speaking (3)
- Human Comm 420 Communication Theory (3)
- Human Comm 433 Training and Development (3)
- Human Comm 437 Internship: Speech Communication (3)
- Human Comm 492 Proseminar in Speech Communication (3)

Emphasis in Interpersonal Communication (15 units)

- Human Comm 220 Interpersonal Conflict Management (3)
- Human Comm 313 Interpersonal Communication Theory (3)
- Human Comm 318 Family Communication (3)
- Human Comm 324 Communicating in Teams and Groups (3)
- Human Comm 332 Processes of Social Influence (3)
- Human Comm 360 Nonverbal Communication (3)
- Human Comm 413 Communication in Interpersonal Relationships (3)
- Human Comm 420 Communication Theory (3)
- Human Comm 437 Internship: Speech Communication (3)
- Human Comm 492 Proseminar in Speech Communication (3)

Emphasis in Intercultural Communication (15 units)

- Human Comm 220 Interpersonal Conflict Management (3)
- Human Comm 313 Interpersonal Communication Theory (3)
- Human Comm 342 America Speaks (3)
- Human Comm 360 Nonverbal Communication (3)
- Human Comm 420 Communication Theory (3)
- Human Comm 422 Applications of Intercultural Communication (3)
- Human Comm 437 Internship: Speech Communication (3)
- Human Comm 492 Proseminar in Speech Communication (3)

Emphasis in Argumentation and Persuasion (15 units)

- Human Comm 330 Rhetoric of Popular Culture (3)
- Human Comm 332 Process of Social Influence (3)
- Human Comm 334 Persuasive Speaking (3)
- Human Comm 335 Advanced Argumentation (3)

Human Comm 337 Communication in the Legal Arena (3)
Human Comm 338 Intercollegiate Forensics (3)
Human Comm 342 America Speaks (3)
Human Comm 420 Communication Theory (3)
Human Comm 426 Directing Forensics (3)
Human Comm 430 Classical Rhetoric (3)
Human Comm 431 Rhetorical Dimensions of Sex and Gender (3)
Human Comm 432 Contemporary Rhetoric (3)
Human Comm 437 Internship: Speech Communication (3)
Human Comm 438 Principles of Rhetorical Criticism (3)
Human Comm 492 Proseminar in Speech Communication (3)

Emphasis in Communication Studies (15 units)

Select 15 units of advisor-approved courses from at least two of the above areas of emphasis.

Second Language Graduation Requirement

Students in the B.A. in Speech Communication program who enter Cal State Fullerton as first-time freshmen in fall 2005, or who enter a community college in fall 2006 with intent to transfer to Cal State Fullerton, will be required to show proficiency in a second language as a condition of graduation with a bachelor's degree. (See "Graduation Requirements for the Bachelor's Degree" in the 2005-2007 University Catalog.)

What courses will transfer from my community college?

Courses that are equivalent to Human Comm 102 (Public Speaking) and Human Comm 236 (Essentials of Debate) will transfer and provide credit in the major.

What activities can I join?

CommGrads is the department's student group that sponsors career workshops, special programs and social activities. The CSUF Speech and Debate Team competes with other colleges and universities and consistently ranks near the top in the nation. CSUF students involved in the Southern California Urban Debate League (SCUDL) teach argument skills to students from under-served high schools.

How do I get advisement?

You can make an appointment with the department's undergraduate adviser by calling the Department of Human Communication Studies at (714) 278-3617.

How can I learn more?

For further information, including available scholarships, please contact the department's undergraduate adviser at: Department of Human Communication Studies, College Park 420-1, California State University, Fullerton, P.O. Box 6868, Fullerton, CA 92834, (714) 278-3617.

