

SPEECH COMMUNICATION, B.A.

Speech Communication

Credits: 122

CIP Code: 231304

Program Description

Students pursuing the Bachelor of Arts Degree in Speech Communication complete a liberal arts program that provides a foundation to acquire a general knowledge of theoretical concepts and their practical application in the fields of public address, rhetoric, organizational communication and communication management. In addition, students master and demonstrate proficiency in the usage of oral and written communication and have the ability to exercise interpersonal communication constructs in various contexts and situations.

Admission Requirements

Applicants must meet the General Admission Requirements as presented in the Clark Atlanta University Undergraduate Catalog.

Student Learning Outcomes

Graduates in the in Speech Communication Program will be able to:

1. Conduct audience analysis, and listen to and evaluate speeches of various practitioners, for efficacy.
2. Apply communication technology to speech research, writing, and presentational delivery.
3. Write and deliver effective informative, persuasive and other types of speeches tailored to target audiences.
4. Use research, writing, and oral presentation skills to respond appropriately in various communication contexts.
5. Identify and apply communication theories.

General Education Requirements

Code	Title	Hours
General Education Courses		
Area A: Humanities/Fine Arts		
Select six credits of the following:		6
CHIS 201	United States, Africa & World	
CHIS 202	United States, Africa & World	
CPHI 105	Critical Thinking	
CART 150	Art Appreciation	
CHUM 280		
CHUM 230		
CREL 101	The Biblical Heritage	
Area B: Social/Behavioral Sciences		
CPSY 211	General Psychology	3
CSCJ 216	Intro. to Anthropology	3
Area C: Natural Sciences/Mathematics/Statistics		
Select six credits of the following:		6
CMAT 104	Finite Mathematics	
CMAT 105	Pre-Calculus I	

CBIO 101	Biological Science	
CPHY 102	Physical Science	
Area D: Communications		
CFLX XXX	Elementary French or Spanish	3
CENG 105	College Composition I	3
CENG 106	College Composition II	3
Area E: Financial/Technological		
CCIS 100	Info. Technology & Comp. App.	3
Total Hours		30

Other University Requirements

Code	Title	Hours
CGED 100	First Year Seminar	1
CGED 101	1st-Year Seminar	1
Total Hours		2

Degree Requirements

In addition to the General Degree Requirements as published in the Clark Atlanta University Undergraduate Catalog, students pursuing the Bachelor of Arts Degree in Speech Communication must earn a minimum final grade of "C" in all Theatre and Communication Studies courses and complete the following requirements.

Code	Title	Hours
Required Courses in Speech		
CSTA 101	Fundamentals of Speech	3
CSTA 200	Oral & Written Presentation..	3
CSTA 201	Voice and Diction	3
CSTA 211	Communication Theory/Rhetoric	3
CSTA 301	Rhetoric of Persuasion	3
CSTA 303	Argumentation and Debate	3
CSTA 304	Business & Professional Speech	3
CSTA 305	Interpersonal Communication	3
CSTA 306	Speech for Radio/Stage/TV Film	3
CSTA 311	African American Communication	3
CSTA 402	Intercultural Communication	3
CSTA 404	Organizational Communication	3
CSTA 455	Entertainment Law	3
CSTA 482	Directed Study	3
or CSTA 489	Internship	
CSTA 490	Speech Comm.& Theatre Arts Sem	3
Required Courses in Mass Media Arts		
CMMA 201	Survey of Media & Society	3
CMMA 315	Mass Communication Research ¹	3
Major Electives in Speech		
CSTA 213	Public Address	3
CSTA 218	Concepts in Human Communicatio	3
CSTA 251	Oral Interpretation	3
CSTA 302	Speech for Classroom Teacher	3
CSTA 307	Special Topics	3
CSTA 454	Children's Theater	3
CSTA 482	Directed Study	3
or CSTA 489	Internship	

Cognate Courses (Not required)	
CSTA 254	Acting I
CMMA 331	International Journalism
CMMA 305	Afr Amer Images in the Media
Free/General Electives	
Select 18 credits ²	18
Total Hours	90

¹ Or an approved course substitute.

² All Free Electives must be at the 300 level or higher and in disciplines other than those in the Division of Communication Arts. These electives should be selected in areas of interest and in relevance to future academic and professional goals with assistance from the academic advisor. Note: Electives should be chosen in consultation with the advisor depending on the choice of minor or stackable credentials.

Plan of Study for Bachelor of Arts Degree in Speech Communication

Course	Title	Hours
First Year		
First Semester		
CSTA 101	Fundamentals of Speech	3
CBIO 101	Biological Science (Area C)	3
CENG 105	College Composition I (Area D)	3
CGED 100	First Year Seminar	1
CART 150	Art Appreciation (Area A)	3
CMAT 103 ALGEBRA I		3
Hours		16
Second Semester		
CCIS 100	Info. Technology & Comp. App. (Area E)	3
CPSY 211	General Psychology (Area B)	3
CPHI 105	Critical Thinking (Area A)	3
CENG 106	College Composition II (Area D)	3
CGED 101	1st-Year Seminar	1
CSTA 200	Oral & Written Presentation..	3
Hours		16
Second Year		
First Semester		
CFLX 101	Area D	3
CSTA 211	Communication Theory/Rhetoric	3
CMMA 201	Survey of Media & Society	3
CSTA 201	Voice and Diction	3
CXXX XXX	Free Elective ¹	3
Hours		15
Second Semester		
CMMA 315	Mass Communication Research ²	3
CSTA 303	Argumentation and Debate	3
CSTA 301	Rhetoric of Persuasion	3
CSCJ 216	Intro. to Anthropology (Area B)	3
CSTA 304	Business & Professional Speech	3
Hours		15

Third Year

First Semester		
CSTA 311	African American Communication	3
CSTA 305	Interpersonal Communication	3
CSTA 306	Speech for Radio/Stage/TV Film	3
CSTA XXX	Major Elective in Speech and Theatre ³	3
CSTA XXX	Free Elective ¹	3
Hours		15

Second Semester

CSTA 404	Organizational Communication	3
CSTA 402	Intercultural Communication	3
CSTA XXX	Major Elective in Speech and Theatre ³	3
CSTA XXX	Major Elective in Speech and Theatre ³	3
CSTA XXX	Major Elective in Speech and Theatre ³	3
Hours		15

Fourth Year

First Semester		
CSTA 455	Entertainment Law	3
CSTA XXX	Major Elective in Speech and Theatre ³	3
CSTA XXX	Major Elective in Speech and Theatre ³	3
CSTA XXX	Major Elective in Speech and Theatre ³	3
CXXX XXX	Free Elective ¹	3
Hours		15

Second Semester

CSTA 482 or CSTA 489	Directed Study or Internship	3
CSTA 490	Speech Comm. & Theatre Arts Sem	3
CXXX XXX	Free Elective ¹	3
CXXX XXX	Free Elective ¹	3
CXXX XXX	Free Elective ¹	3
Hours		15
Total Hours		122

¹ All Free Electives must be at the 300 level or higher and in disciplines other than those in the Division of Communication Arts. These electives should be selected in areas of interest and in relevance to future academic and professional goals with assistance from the academic advisor.

² Or an approved course substitute.

³ All major electives must be at the 300 level or higher.

Program Opportunities

The Department of Theatre and Communication Studies hosts several organizations for majors and non-majors. They include:

- **Alpha Psi Omega** - a national drama honor society for students who have been involved actively in theatrical productions while maintaining scholastic integrity.
- **Clark Atlanta University Players (CAU Players)** - composed of majors and non-majors with a strong desire to perform and produce challenging work. The mission of the CAU Players is to excite, educate, and entertain. The CAU Players present a variety of productions yearly.

- **The Forensics Society** - composed of majors and non-majors interested in public speaking, oral interpretation, and debate. The society participates in competitions locally and nationally.
- **Lambda Pi Eta Honor Society, Theta Tau Chapter** - goals are to recognize, foster, and reward outstanding scholastic achievement; stimulate interest in the field of communication; promote and encourage professional development among communication majors; provide an opportunity to discuss and exchange ideas about the field; establish and maintain close relationships and understanding between faculty and students; and explore options for further graduate studies. To become a member of Lambda Pi Eta, students must have completed at least 60 semester hours; have completed at least 12 semester hours of communication study and have a GPA of at least 3.25; have a cumulative GPA of at least 3.0; and be in the upper 35% of their graduating class.
- **National Black Media Coalition (NBMC)** - recognizes and assists all the many media industries involving people of color, both creatively and technologically, as well as ownership.
- **National Communication Association Student Club (NCASC)** - an organization for division of communication arts majors interested in the field of communication. Students have declared a major in communication to join the organization officially.