Department of English and Communication

Majors

Communication Studies (BA)
Strategic Communication (BA)
English for Secondary Certification (BA)
Literary Studies (BA)
Professional Writing (BA)

Minors

Communication
Strategic Communication
English
Literary Studies
Professional Writing

Programs

American English Program
Intensive English Program
Foreign Language Study

The department of English and communication offers majors leading to the bachelor of arts degree in communication studies, strategic communication, literary studies, English for secondary certification, and professional writing; minors in communication studies, strategic communication, literary studies, professional writing, and English (for middle school education majors only); courses in foreign languages; and American English and Intensive English programs for international students.

The communication studies major provides broad theoretical understanding of the ways in which humans construct meaning and relate to one another as well as practical communication skills for creating effective messages, solving problems, and making ethical decisions. The major provides a foundation for pursuing careers in a variety of areas including corporate, non-profit, and civic communication management, media relations, human resources, and training and development as well as a foundation for graduate study in communication and other fields.

The strategic communication major provides focused theoretical understanding of and practical skills in ethical and effective messaging geared toward goals like influencing behavior, building or repairing an image, and effecting social change. The major provides a foundation for pursuing careers in a variety of areas including public relations, advertising, political communication, media strategy, and public advocacy.

The literary studies major, which emphasizes in-depth study of literature including critical analysis and exploration of literary theory and history, preserves the traditions of the liberal arts while providing a foundation to support a range of professional pursuits. A major in literary studies is excellent preparation for graduate study in the humanities or for careers in communication, business, law, and government, among other fields.

The professional writing major blends theoretical study of effective written communication with practical application of writing skills to a variety of professional contexts. Students develop a well-rounded understanding of the production of professional-quality written materials for the

digital age, with the opportunity to explore particular areas of interest such as creative writing, journalism, institutional communication, advocacy and outreach, or online writing.

The major in English for secondary certification enriches state-required teacher preparation with innovative courses focused on language and literature that are specifically tailored to the needs of high school teachers. Students are advised and mentored through a collaborative process that includes faculty in both the English and Communication and Education departments, reflecting a dual focus on classroom content and practice.

FACULTY

Benjamin Moore, Associate Professor of English
Heather Norton, Associate Professor of Communication, Chairperson of the Department of English and Communication
Kristen Norwood, Assistant Professor of Communication, Director of Communication
Lisa Oliverio, Assistant Professor of English
John Whicker, Assistant Professor of English, Director of Composition
Kasi Williamson, Assistant Professor of Communication

MAJOR IN COMMUNICATION STUDIES

Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed under academic policies and regulations in the introductory section for undergraduate programs in this catalog. These requirements include a graduation requirement of at least one course in religion or theology.

Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester *(a minimum of 12 credits)* at Fontbonne. To receive approval for a major in communication studies, a student must have a 2.5 GPA in courses taken at Fontbonne to meet major requirements both 1) at the time of application for major approval and 2) through degree completion. Students must complete 15 credit hours of coursework in the major before applying for major approval; for transfer students, at least nine of these credit hours must be taken at Fontbonne.

General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following general education courses are recommended as the way to meet certain requirements for this major:
CIS 110 Computer Applications: Spreadsheets (3 credits)
MTH 115 Statistics (3 credits)
PSY 100 Introduction to Psychology (3 credits)
OR
SOC 100 Survey of Sociology (3 credits)

A student majoring in communication studies must also earn a minimum grade of C- in ENG 101 Composition I and ENG 102 Composition II.

Courses Required in the Major (39 credits)

COM 101 Communication in Everyday Life (3 credits)
COM 230 Gender Communication (3 credits)
COM 240 Intercultural Communication (3 credits)
COM 260 Media, Technology, & Culture (3 credits)
COM 295 Persuasion (3 credits)
COM 299 Message Analysis Strategies (3 credits)
COM 300 Advanced Interpersonal Communication (3 cr.)
COM 350 Organizational Communication (3 credits)
COM 371 Advanced Professional Speaking (3 credits)
COM 390 Research Strategies in Communication (3 credits)
COM 430 Argumentation, Advocacy, & Debate (3 credits)
COM 495 Senior Seminar in Communication (3 credits)
300- or 400-level elective in Communication (3 credits)

MAJOR IN STRATEGIC COMMUNICATION

Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed under academic policies and regulations in the introductory section for undergraduate programs in this catalog. These requirements include a graduation requirement of at least one course in religion or theology.

Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester *(a minimum of 12 credits)* at Fontbonne. To receive approval for a major in communication studies, a student must have a

2.5 GPA in courses taken at Fontbonne to meet major requirements both 1) at the time of application for major approval and 2) through degree completion. Students must complete 15 credit hours of coursework in the major before applying for major approval; for transfer students, at least nine of these credit hours must be taken at Fontbonne.

General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following general education courses are recommended as the way to meet the requirements for this major:
CIS 110 Computer Applications: Spreadsheets (3 credits)
MTH 115 Statistics (3 credits)
PSY 100 Introduction to Psychology (3 credits)
OR
SOC 100 Survey of Sociology (3 credits)

A student majoring in strategic communication must also earn a minimum grade of C- in ENG 101 Composition I and ENG 102 Composition II.

Courses Required in the Major (42 credits)

COM 101 Communication in Everyday Life (3 credits)
ART 115 Applied Design I (3 credits)
ENG 201 Business Writing or COM 208 Digital Publications Workshop (3 credits)
COM 260 Media, Technology, & Culture (3 credits)
COM 280 Social Media Communication (3 credits)
COM 295 Persuasion (3 credits)
COM 299 Message Analysis Strategies (3 credits)
COM 340 Principles & Ethics of Strategic Communication (3 credits)
COM 350 Organizational Communication (3 credits)
COM 371 Advanced Professional Speaking (3 credits)
COM 390 Research Strategies in Communication (3 credits)
COM 430 Argumentation, Advocacy, & Debate (3 credits)
COM 450 Internship in Strategic Communication (3 credits)
COM 495 Senior Seminar in Communication (3 credits)

Strategic Communication majors are encouraged to establish specific credentials for careers in the field by pursuing a concentration or minor that complements the major.

MAJOR IN ENGLISH FOR SECONDARY CERTIFICATION

Through a synthesis of academic and professional preparation, the major in English for secondary certification enables students to become informed and discerning teachers who will help foster understanding and well-being in their students, their colleagues, and their communities.

Full information for teacher certification policies, procedures, and requirements are found in the section titled *Teacher Certification at Fontbonne University*, following the graduate programs section in this catalog.

Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed under academic policies and regulations in the introductory section for undergraduate programs in this catalog. These requirements include a graduation requirement of at least one course in religion or theology.

Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester *(a minimum of 12 credits)* at Fontbonne.

To receive approval for a major in English for secondary certification, a student must have a 3.0 GPA in courses taken at Fontbonne to meet major requirements both 1) at the time of application for major approval and 2) through degree completion. Students must complete 15 credit hours of coursework in the major before applying for major approval; for transfer students, at least nine of these credit hours must be taken at Fontbonne. Please refer to Teacher Certification at Fontbonne University in this catalog for specific certification requirements.

General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement for the major or a course requirement in another discipline.

A student majoring in English for Secondary Certification must also earn a minimum grade of C- in ENG 101 Composition I and ENG 102 Composition II.

Courses Required in English (39 credits)

ENG 200 Introduction to English (3 credits)
ENG 240 Survey of English Literature to 1789 (3)
ENG 241 Survey of English Literature since 1789 (3)
ENG 260 Survey of American Literature to 1865(3)
ENG 261 Survey of American Literature since 1865 (3)
ENG 270 Literature for the Secondary Schools (3)
ENG 303 History of the English Language (3 credits)
ENG 370 Critical Approaches to Literature (3credits)
ENG 388 Teaching Writing (3 credits)
ENG 403 Grammar: Theory and Practice (3 credits)
ENG 496 Senior Thesis (3 credits)
PLUS Writing Elective (3 credits)

Courses Required in Other Departments (29-35 credits)

EDU 268 Introduction to Learner Development (3 credits)
EDU 269 Critical Skills in the Teaching Profession
EDU 270 Introduction to Learner Diversity (3 credits)
EDU 271 Introduction to Content Planning, Delivery, and Assessment (3 credits)
EDU 306 Analysis and Correction of Reading Disabilities (3 credits)
EDU 313: Methods & Practicum for Middle, Secondary, & Community Education (3 credits)
EDU350 Methods of Teaching Reading in the Content Areas (2 credits)
EDU401 Classroom/Behavior Management Techniques—Middle/Secondary (3 credits)
EDU447 Planning for Instruction and Assessment-Middle/Secondary (3 credits)
EDU451 Student Teaching at the Secondary Level (10-16 credits)
PSY200: Developmental Psychology (3 credits)

MAJOR IN LITERARY STUDIES

The major in literary studies provides students a firm grounding in both literary tradition and the varied practices of literary analysis. Coursework encourages students to develop sophisticated practices of inquiry and critical thought that are applicable and crucial to success in any discipline, and any workplace.

Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed under academic policies and regulations in the introductory section for undergraduate programs in this catalog. These requirements include a graduation requirement of at least one course in religion or theology.

Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester *(a minimum of 12 credits)* at Fontbonne.

To receive approval for a major in literary studies, a student must have a 2.5 GPA in courses taken at Fontbonne to meet major requirements both 1) at the time of application for major approval and 2) through degree completion. Students must complete 15 credit hours of coursework in the major before applying for major approval; for transfer students, at least nine of these credit hours must be taken at Fontbonne.

General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement for the major or a course requirement in another discipline.

A student majoring in literary studies must also earn a minimum grade of C- in ENG 101 Composition I and ENG 102 Composition II.

Courses Required in the Major (36 credits)

ENG 200 Introduction to English (3 credits)
ENG 240 Survey of English Literature to 1789 (3 credits)
ENG 241 Survey of English Literature since 1789 (3 credits)
ENG 260 Survey of American Literature to 1865 (3 credits)
ENG 261 Survey of American Literature since 1865 (3 cr.)
ENG 303 History of the English Language (3 credits)
ENG 370 Critical Approaches to Literature (3credits)
ENG 496 Senior Thesis (3 credits)

PLUS 3 credits each from the following four categories* (total of 12 credits)

- American Literature (AL)
- English Literature (EL)
- Literature and Culture (LC)
- Genres, Themes, and Movements (GTM)

*A single course may count toward multiple category requirements

The remainder of the student's program should be designed to support the literary studies major with courses from other disciplines and to establish credentials for specific career interests.

MAJOR IN PROFESSIONAL WRITING

Majors in professional writing explore all facets of the development and production of professional written materials, including identification of subject matter, consideration of audience and format, selection of effective research methods, and approaches to drafting and revision. Students also gain an understanding of workplace structures and processes that support production of written and multimedia materials, and have opportunities to develop related skills through coordinated work in other departments.

Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed under academic policies and regulations in the introductory section for undergraduate programs in this catalog. These requirements include a graduation requirement of at least one course in religion or theology.

Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester *(a minimum of 12 credits)* at Fontbonne.

To receive approval for a major in professional writing, a student must have a 2.5 GPA in courses taken at Fontbonne to meet major requirements both 1) at the time of application for major approval and 2) through degree completion. Students must complete 15 credit hours of coursework in the major before applying for major approval; for transfer students, at least nine of these credit hours must be taken at Fontbonne.

General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement for the major or a course requirement in another discipline.

A student majoring in professional writing must also earn a minimum grade of C- in ENG 101 Composition I and ENG 102 Composition II.

Courses Required in the Major(42 credits)

ART 115 Applied Design I (3 credits)
ENG 200 Introduction to English (3 credits)
ENG 201 Business Writing (3 credits)
ENG 303 History of the English Language (3 credits)
ENG 309 Journalism (3 credits)
ENG 484 Practicum/Internship in Professional Writing (3 credits)
ENG 496 Senior Thesis (3 credits)

- **PLUS** 9 credit hours from approved literature courses* (total of 9 credits)
- **PLUS** 6 credit hours from approved writing courses* (total of 6 credits)
- **PLUS** 9 credit hours from approved elective courses* (total of 9 credits)

*Alternative courses may be approved by the department chairperson

List of approved literature courses
(prerequisites apply)
ENG 220 Women's Literature (3 credits)
ENG 240 Survey of English Literature to 1789 (3)
ENG 241 Survey of English Literature since 1789 (3)
ENG 251 World Literature (3 credits)
ENG 255 African American Literature (3 credits)
ENG 260 Survey of American Literature to 1865 (3)
ENG 261 Survey of American Literature since 1865 (3)
ENG 270 Literature for the Secondary Schools (3)
ENG 293 Topics in Literature (3 credits)
ENG 320 Shakespeare (3 credits)
ENG 340 Modernism (3 credits)
ENG 380 Topics in English Literature (3 credits)
ENG 381 Topics in American Literature (3 credits)
ENG 382 Non-Canonical Literatures (3 credits)
ENG 383 Topics in Genres, Themes, and Movements (3)

List of approved writing courses (prerequisites apply)
ENG 208 Digital Publications Workshop (1-3 credits)
ENG 294 Topics in Writing (3 credits)
ENG 304 Creative Nonfiction (3 credits)
ENG 311 Writing Poetry (3 credits)
ENG 312 Writing Short Fiction (3 credits)
ENG 313 Writing the One-Act Play (3 credits)
ENG 494 Interpreting and Translating Science for Consumers (3 credits)

List of approved elective courses
(prerequisites apply)
ADV 201 Introduction to Advertising (3 credits)
ADV 301 Advertising Strategies (3 credits)
MKT 320 Advertising Principles (3 credits)
ART 215 Applied Design II (3 credits)
ART 217 Illustration Techniques (3 credits)
ART 218 Digital Imaging (3 credits)
ART 280 Photography (3 credits)
ART 302 Web Design II (3 credits)
ART 309 Drawing – Bookmaking (3 credits)
COM 299 Message Analysis Strategies (3 credits)
COM 260 Media, Technology, and Culture (3 credits)
COM 340 Principles and Ethics of Strategic Communication (3 credits)

COM 350 Organizational Communication (3 credits)
COM 295 Persuasion (3 credits)
ENG 403 Grammar: Theory and Practice (3 credits)

The remainder of the student's program should be designed to support the professional writing major with courses from other disciplines and to establish credentials for specific career interests.

MINORS

A student must successfully complete, at Fontbonne, a minimum of 50 percent of the credit hours required for the minor. All courses required for the minor must be completed with a grade of C- or higher.

MINOR IN COMMUNICATION STUDIES

Courses Required in the Minor (18 credits)
COM 101 Communication in Everyday Life or COM 102 Public Speaking (3 credits)
COM 260 Media, Technology, and Culture (3 credits)
COM 295 Persuasion (3 credits)
COM 299 Message Analysis Strategies (3 credits)
COM 350 Organizational Communication (3 credits)
One elective in Communication (3 credits)

MINOR IN STRATEGIC COMMUNICATION

Courses Required in the Minor (18 credits)
COM 101 Communication in Everyday Life or COM 102 Public Speaking (3 credits)
COM 280 Social Media Communication (3 credits)
COM 295 Persuasion (3 credits)
COM 299 Message Analysis Strategies (3 credits)
COM 340 Principles and Ethics of Strategic Communication (3 credits)
COM 350 Organizational Communication (3 credits)

MINOR IN LITERARY STUDIES

Courses Required in the Minor (18 credits)
ENG 200 Introduction to English (3 credits)

PLUS 3 credits each from the following four categories* (total of 12 credits)
American Literature (AL)
English Literature (EL)
Literature and Culture (LC)
Genres, Themes, and Movements (GTM)

PLUS 3 credits in literature at the 200-level or above

- At least 3 credit hours must be in courses focused on literature written before 1865 (pre-1865)
- A single course may count toward multiple category requirements

MINOR IN PROFESSIONAL WRITING

Courses Required in the Minor (18 credits)
ADV 320 Advertising Copywriting (3 credits)
ART 115 Applied Design I (3 credits)
ENG 200 Introduction to English (3 credits)
ENG 201 Business Writing (3 credits)

PLUS 9 credit hours from the following electives **(total of** 9 credits)(prerequisites apply)

COM 299 Message Analysis Strategies (3 credits)
COM 340 Principles and Ethics of Strategic Communication (3 credits)
COM 260 Media, Technology, and Culture (3 credits)
COM 295 Persuasion (3 credits)
ENG 208 Digital Publications Workshop (3 credits)
ENG 294 Topics in Writing (3 credits)
ENG 304 Creative Nonfiction (3 credits)
ENG 311 Writing Poetry (3 credits)
ENG 312 Writing Short Fiction (3 credits)
ENG 313 Writing the One-Act Play (3 credits)
ENG 403 Grammar: Theory and Practice (3 credits)
ENG 494 Interpreting and Translating Science for Consumers (3 credits)

MINOR IN ENGLISH

The minor in English is intended for students majoring in middle school education only. Students from other majors should consider the minor in literary studies as an alternative.

Courses Required in the Minor (18 credits)
A minimum of 18 credit hours from the following courses:
ENG 240 Survey of English Literature to 1789 (3)
ENG 241 Survey of English Literature since 1789 (3) ENG 260 Survey of American Literature to 1865 (3)
ENG 261 Survey of American Literature from 1865 (3)
ENG 303 History of the English Language (3 credits)
Writing elective (3 credits)

ADVANCE PLACEMENT/CREDIT BY EXAMINATION

Advanced Placement

An entering student who scores four or five on the Advanced Placement (AP) Test will receive equivalent placement and college credit equivalent to one or two courses, ordinarily ENG 101 and/or ENG 120. The amount of credit and the specific courses for which credit will be given depend upon the quality of work demonstrated on the AP test and on the nature of the high school course.

CLEP Examination in English

Students who take the general exam and receive a passing score (following the American Council of Education recommendation) will earn three credit hours for ENG 101. Some credit may be awarded on the CLEP literature exams.

FOREIGN LANGUAGE STUDY AT THE UNIVERSITY COLLEGE, WASHINGTON UNIVERSITY IN ST. LOUIS

Students who pursue foreign language studies combine the study of the cultures and traditions of other nations with a developing facility for communicating ideas through the functional use of a foreign language.

Fontbonne students may study foreign languages through a special arrangement with the University College of Washington University in St. Louis. Credits earned for foreign language through the University College count as home credit for Fontbonne students.

For information contact the chairperson of the department of English and communication.

AMERICAN ENGLISH PROGRAM

Courses in American English or intensive English are offered as needed. American English (AEN) courses support international students enrolled in specific degree programs at Fontbonne University, while intensive English (IEP) courses offer specialized instruction to students learning English as a second language. For purposes of placement, the student will be required to take the COMPASS/ESL Test.

Courses in American English (listed at the end of the course section) and intensive English follow a separate fee schedule.

For information, please contact the director of English as a second language at 314.719.8058.

INTENSIVE ENGLISH PROGRAM

The Intensive English Program is designed for non-native speakers of English. The purpose of the program is to help students improve their English language proficiency to a level of competence necessary to function and succeed at Fontbonne and other American universities.

Each session is eight weeks in length. Courses are offered at four levels, low intermediate to advanced, and consist of 18 hours of classroom instruction in English per week. Classes are small, usually 6 to 12 students. Depending on the number of students enrolled in the program, two proficiency levels may be combined.

Placement is determined by the COMPASS/ESL Test administered during the first class to determine which level is appropriate for the student. A TOEFL Test score will also be considered.

CONDITIONAL ADMISSION

Based on the score achieved on either of the above tests, students may receive Conditional Admission. This allows non-native speakers of English to enroll in Fontbonne as full-time undergraduate students for 12 credit hours. Students take one or more regular college courses with U.S. students and attend ESL courses to support them in the transition to full-time academic work.

COURSES

COMMUNICATION STUDIES COURSES

COM 101 Communication in Everyday Life (3 credits)

In this introductory course, students will learn about core concepts and contexts of study in the field of Communication, critically consider the role of communication in their everyday lives, and develop and deliver formal speeches. Topics covered include communication in personal relationships, communication in the workplace, mediated communication, and informative and persuasive speaking. FA, SP, SU

COM 102 Public Speaking (3 credits)

Acquaints the student with a sound approach to the preparation and delivery of informative and persuasive speeches. Students will study the fundamentals of organization, outlining, and supporting materials and apply these principles in the planning and delivery of several speeches before the class. Open to all students. FA, SP

COM 208 Digital Publications Workshop (1-3 credits)

Hands-on experience conceiving, producing, and editing content for digital publication. With a foundation in traditional journalistic and editorial skills and practices, this course also explores new publication formats, cycles, and structures within an increasingly "converged" media landscape. FA, SP

COM 230 Gender Communication (3 credits)

Explores the relationship between human communication and issues of gender. Students will be encouraged to think seriously about how society defines gender and what that means for us on a personal level. Specific applications will include the family, the workplace, and relationships. The course will culminate with an individual project tailored to the student's interest in gender communication. Even SP

COM 240 Intercultural Communication (3 credits)
Focuses on communication that occurs between individuals who come from different cultural backgrounds. Students will be presented with a model for intercultural communication, which will serve as a theoretical foundation for the course. Particular emphasis will be placed on the understanding of cultural differences in an attempt to reduce communication barriers. FA

COM 260 Media, Technology, and Culture (3 credits)
An introduction to theory and research focused on traditional and new media and communication technologies. Students will take a critical look at how media, technology and culture impact one another by exploring topics that can include media ideology and representation, media influence, globalization, digital divides, and new media activism. FA

COM 280 Social Media Communication (3 credits)
A theoretical and practical study of social media communication with a focus on current platforms such as YouTube, Facebook, and Twitter. Students will come to learn about and critically evaluate the role of social media in various communication contexts that may include relationships, politics, public relations, and journalism. Students will also practice employing social media communication toward specific goals. Even SP

COM 295 Persuasion (3 credits)
This course will introduce students to persuasion theory and research. Students will examine the psychology behind persuasion, the ethics of persuasion, persuasive strategies and appeals, and how persuasion operates in a variety of contexts. During Presidential election years, this course may be offered as Political Persuasion. FA

COM 299 Message Analysis Strategies (3 credits)
In this course students will learn how to critically analyze, interpret, and evaluate rhetorical messages in public discourse as well as to construct critical arguments about them. Students will learn to use a variety of rhetorical methods and perspectives to analyze the persuasive nature of communication artifacts such as songs, movies, advertisements, speeches, photographs, and public spaces. By reading works of rhetorical criticism, engaging in class discussion, and writing and presenting critical essays, students will consider the constructed nature of public discourse in a variety of contexts. Prerequisites: ENG 101; ENG 102. FA

COM 300 Advanced Interpersonal Communication (3 credits)
Through the study of theory and research, students will take an in-depth look at interpersonal communication processes in personal relationships. Specifically, students will study relationship development, maintenance, change, and dissolution primarily in friendships, romantic relationships, and family relationships. Topics may include intimacy, rituals, conflict, violence, and social support. Odd SP

COM 340 Principles and Ethics of Strategic Communication (3 credits)
Students will be introduced to theory, research, and ethics of strategic communication practice. Students will learn how to analyze audiences, develop strategic goals, and ethically produce strategic messages for public communication campaigns in contexts such as public relations, public health, public advocacy, politics, and advertising. Prerequisites: COM 295. Odd SP

COM 350 Organizational Communication (3 credits)
Students will examine theory and research on organizational communication and consider how they relate to effective practice of communication in organizational settings as well as to the management of issues faced by organizations and workers today. Topics for this course may include organizational culture, group and team dynamics, conflict, leadership, diversity, and technology. FA

COM 360 Practicum in Strategic Communication (1-6 credits)
An opportunity for students to work on campus in a supervised practicum. Students will apply current theoretical and practical knowledge to this work setting. Additionally, students will be required to submit a daily journal, comprehensive synthesis paper, and samples of work. Prerequisites: Junior or senior status; permission of instructor; COM 340. P/NP grading option only. Note: A student must work 40 hours per credit hour. FA, SP, SU

COM 361 Practicum in Communication (1-6 credits)
An opportunity for students to work on campus in a supervised practicum outside of the field of public relations. Students will apply current theoretical and practical knowledge to this work setting. Additionally, students will be required to submit a daily journal, comprehensive synthesis paper, and samples of work. Prerequisites: Junior or senior status and permission of instructor. P/NP grading option only. Note: A student must work 40 hours per credit hour. FA, SP, SU

COM 371 Advanced Professional Speaking (3 credits)
This course is designed to help students hone their oral communication skills for professional purposes. Students will learn strategies for professional communication in various contexts such as presenting data, pitching proposals, leading meetings, and interviewing. Students will develop speeches and presentations typical in their respective fields, learn to communicate clearly, creatively, and confidently, and practice using technology to enhance professional speaking. Prerequisite: COM 101 or 102. SP

COM 390 Research Strategies in Communication (3 credits)
This course surveys various research methodologies and analytic strategies. Students will learn about and practice using qualitative and quantitative tools for communication inquiry which may include surveys, focus groups, interviews, web analytics, and discourse analysis. Students will learn how to best answer particular research questions that might arise in academic or professional settings in order to contribute to knowledge in the field, solve a problem, or inform communication strategy. Prerequisite: Junior status. FA

COM 430 Argumentation, Advocacy, and Debate (3 credits)
A study of the various formats and strategies of argument and their application to advocacy and debate. Students will consider how argumentation functions in the public sphere, particularly in public policy and advocacy. Students will develop argumentation skills through critique, writing, and classroom debate presentation. SP

COM 450 Internship in Strategic Communication (1-6 credits)
A supervised off-campus internship providing the student with the opportunity to apply communication theory and skills in a work setting. The course also requires the student to submit a daily journal, comprehensive synthesis paper, and samples of work. The internship is cooperatively administered by an on-site supervisor and a faculty member. Prerequisites: Junior or senior status; permission of the instructor; COM 340. P/NP grading option only. **Note:** A student must work 40 hours per credit hour. FA, SP, SU

COM 451 Internship in Communication (1-6 credits)
A supervised off-campus internship providing the student with the opportunity to apply communication theory and skills in a work setting outside of the field of public relations. The course also requires the student to submit a daily journal, comprehensive synthesis paper, and samples of work. The internship is cooperatively administered by an on-site supervisor and a faculty member. Prerequisites: Junior or senior status; permission of the instructor. P/NP grading option only. **Note:** A student must work 40 hours per credit hour. FA, SP, SU

COM 490 Independent Study in Communication (1-3 credits)
To be arranged according to student need and interest.

COM 494 Special Topics in Communication (3 credits)
Allows students the opportunity to explore specialized areas of communication not included in the regular curriculum. Offered as needed

COM 495 Senior Seminar in Communication (3 credits)
In this capstone experience, students design and complete in in-depth research project that has arisen out of their course of study in communication. The study may apply either a social scientific or rhetorical approach to a significant issue in the field of communication. A written paper and public presentation are required. Open only to senior communication studies majors. Prerequisite: permission of the instructor. SP

ENGLISH COURSES
ENG 095 College Writing Skills (3 credits)
Prepares students for academic writing at the college level. Emphasis on the writing process; responding to generating and organizing content; improving syntax, diction, usage, and mechanics. Students should gain confidence along with competence. A student must achieve a minimum grade of C- or better in a developmental course in order to move to the next level course. Credit will be applied to the 120-hour degree requirement as elective credit. FA, SP

ENG 101 Composition I (3 credits)
Focuses on the development of a writing process. Students learn various strategies for exploring and focusing their thinking. Practice in developing a thesis, choosing a rhetorical strategy, and communicating clearly, correctly, and effectively. Frequent student writing, evaluation, and revision; conferences. FA, SP

ENG 102 Composition II (3 credits)
Critical study and textual analysis of expository essays; emphasis on critical thinking, analysis, and argumentation as well as on developing increasing stylistic sophistication. Review of the tools of research. Prerequisite: ENG 101 or equivalent. FA, SP, SU

ENG 120 Introduction to Literature (3 credits)
Develops an appreciation for literature through the study of fiction, poetry, and drama; introduction to literary analysis, including critical terms; practice in writing about literature. FA, SP, SU

ENG 200 Introduction to English (3 credits)
Serves as introduction to the purposes and scope of the majors in literary studies, English for secondary certification, and professional writing. Provides majors with a foundation in the concepts and methods necessary for further study in the field. Includes introduction to specific research resources and consideration of career options. Even FA

ENG 201 Business Writing (3 credits)
The theory behind the practice of various forms of business writing—letters, memos, proposals and reports. Emphasis on formulating communication objectives, analyzing the audience, structuring the message, and adopting an appropriate style. Individualized projects allow students to adapt the course to their own needs. Prerequisite: ENG 101 or equivalent. FA, SP

ENG 202 Intensive Grammar Review (1 credit hour)
This course introduces students to the discipline of traditional English grammar, including analysis of grammar and style and frequent practice of grammatical and stylistic principles. Offered as interest warrants.

ENG 208 Digital Publications Workshop (1-3 credits)
Hands-on experience conceiving, producing, and editing content for digital publication. With a foundation in traditional journalistic and editorial skills and practices, this course also explores new publication formats, cycles, and structures within an increasingly "converged" media landscape. FA, SP

ENG 220 Women's Literature (3 credits)
An introduction to the contributions of female writers. The goal of this course is to develop an awareness of how gender may influence the content and form of literature by women. Students will examine the varied components of a gendered identity, the ways they are represented in literature, and the effects they have had on a wide range of women writers. (LC) Every fourth SP

ENG 240 Survey of English Literature to 1789 (3 credits)
Consideration of important movements, writers, and works from Beowulf to the Augustan era. (pre-1865) FA

ENG 241 Survey of English Literature since 1789 (3 credits)
Consideration of important movements, writers, and works from the Romantic Movement to the 20th century. SP

ENG 251 World Literature (3 credits)
An introduction to the study of world literature written originally in English or in translation. Detailed literary analysis and attention to cultural contexts. (LC) Offered as needed

ENG 255 African-American Literature (3 credits)
And introduction to the literature of African Americans from the slave narrative to the present and an opportunity to analyze and interrogate issues of race, identity, and gender in the works of African-American writers. Offered even years. (AL, LC) Every fourth SP

ENG 260 Survey of American Literature to 1865 (3 credits)
Consideration of important movements, writers, and works from the Colonial Period to the Civil War; examination of colonial literature, revolutionary literature, the slave narrative, transcendentalism, and the sentimental novel. (pre-1865) FA

ENG 261 Survey of American Literature since 1865 (3 credits)
Consideration of important movements, writers, and works of the late 19th century and of the 20th century; emphasis on realism, naturalism, regionalism, modernism, and postmodernism. SP

ENG 270 Literature for the Secondary Schools (3 credits)
Survey of literature likely to be taught in the secondary schools, including selected adolescent and young adult literature. Focus on analysis in discussion and written assignments. Consideration of relevant critical issues, including canonicity and multiculturalism. Even SP

ENG 293 Topics in Literature (3 credits)
Literature course offered to supplement regular offerings. Offered on a one-time or periodic basis. Note: ENG 293 topics will vary; thus a student may register for more than one course under this number. Offered as interest warrants. (LC)

ENG 294 Topics in Writing (3 credits)
Writing course offered to supplement regular offerings. Offered on a one-time or periodic basis. Note: ENG 294 topics will vary; thus a student may register for more than one course under this number. Offered as interest warrants.

ENG 303 History of the English Language (3 credits)
Study of the English language, including an overview of modern grammar and linguistics, the growth of the language, and its relation to other languages and to the historical periods of English literature. Offered even years. Odd FA

ENG 304 Creative Nonfiction (3 credits)
Advanced work in expository writing; detailed analysis of prose models with The New Yorker as text; extensive development of subject matter and in-depth consideration of style. Prerequisites: ENG 101 or 102 or equivalent or permission of the instructor. Odd FA

ENG 309 Journalism (3 credits)
Hands-on study of fundamental concepts and practices of print, online, and "converged" (multimedia) journalism; consideration of the role of journalists and journalism in contemporary culture. Topics include newsworthiness, computer assisted reporting, note-taking, cultivation of sources, interview technique, story structure, effective use of language and journalistic trends. Prerequisites: ENG 101 or 102 or equivalent or permission of the instructor. Odd SP

ENG 311 Writing Poetry (3 credits)
Study of poetic theory; introduction to creative techniques through analysis of selections of modern and contemporary poetry; writing poetry in various narrative and lyrical forms. Prerequisites: ENG 101 or 102 or equivalent or permission of the instructor. Even FA

ENG 312 Writing Short Fiction (3 credits)
In-depth study of the short story form through analysis of selections from modern fiction; introduction to creative techniques and practices; development of two original short stories. Prerequisites: ENG 101 or 102 or equivalent or permission of the instructor. Even SP

ENG 313 Writing the One-Act Play (3 credits)
Through writing exercises and analysis of modern one-act plays, students explore the most effective ways to tell stories through dramatic form; construction of short scenes and one original play. Prerequisites: ENG 101 or 102 or equivalent or permission of the instructor. Offered as interest warrants.

ENG 320 Shakespeare (3 credits)
Close reading and analysis of Shakespeare's major plays. Additional consideration of historical contexts, critical history, and cinematic adaptations. (EL) Offered as interest warrants.

ENG 340 Modernism (3 credits)
Development of a definition of modernism through a study of major English and American writers. Offered odd years. (GTM) Offered as interest warrants.

ENG 370 Critical Approaches to Literature (3 credits)
Study of the nature and function of literature and various extrinsic and intrinsic techniques for critical evaluation, including new criticism, structuralism, post-structuralism, and psychoanalysis. Even FA

ENG 380 Topics in English Literature (3 credits)
In depth study of specific works, authors, periods, modes, themes, and literary problems in English Literature. Note: ENG 380 topics will vary; thus a student may register for more than one course under this number. (EL) Even SP

ENG 381 Topics in American Literature (3 credits)
In depth study of specific works, authors, periods, modes, themes, and literary problems in American Literature. Note: ENG 381 topics will vary; thus a student may register for more than one course under this number. (AL) Odd FA

ENG 382 Non-Canonical Literatures (3 credits)
In depth study of specific works, authors, periods, modes, themes, and literary problems in diverse literatures. Note: ENG 382 topics will vary; thus a student may register for more than one course under this number. (LC) Even FA

ENG 383 Topics in Genre, Themes and Movements (3 credits)
In depth study of specific literary genres, themes, and movements. Note: ENG 383 topics will vary; thus a student may register for more than one course under this number. (GTM) Odd SP

ENG 388 Teaching Writing (3 credits)
Combines the study of composition pedagogy with practical classroom experience to prepare students to teach writing at the secondary level. Offered independently, as needed, usually in the semester preceding student teaching.

ENG 403 Grammar: Theory and Practice (3 credits)
In-depth study of English grammar, with emphasis on prescriptive grammar, non-standard grammars, and the terms and categories used to analyze and describe grammar. Additional consideration of generative grammar and language acquisition. Prerequisite: ENG 303 History of the English Language. Odd SP

ENG 451 Practicum/Internship in Literary Studies (1-6 credits)
A supervised on-campus practicum or off-campus internship providing the opportunity to apply skills explored in student coursework in a professional setting. Requirements include a daily journal, comprehensive synthesis paper, and samples of work performed. Cooperatively administered by a faculty member and an on-site supervisor. Prerequisites: Junior or senior status, permission of the instructor. P/NP grading option only. Note: A student must work 40 hours per credit hour. Note: ENG 451 experiences will vary; thus a student may register for more than one course under this number. FA, SP, SU

ENG 484 Practicum/Internship in Professional Writing (1-6 credits)
A supervised on-campus practicum or off-campus internship providing the opportunity to apply skills explored in student coursework in a professional setting. Requirements include a daily journal, comprehensive synthesis paper, and samples of work performed. Cooperatively administered by a faculty member and an on-site supervisor. Prerequisites: Junior or senior status, permission of the instructor. P/NP grading option only. Note: A student must work 40 hours per credit hour. Note: ENG 484 experiences will vary; thus a student may register for more than one course under this number. FA, SP, SU

ENG 490 Independent Study (1-3 credits)
To be arranged in terms of student need, interest, and background. Prerequisite: Junior or senior status and permission of instructor and department chairperson. Note: ENG 490 topics will vary; thus a student may register for more than one course under this number. FA, SP, SU

ENG 494 Interpreting and Translating Science for Consumers (3 credits)
Students will examine adult health literacy in the US and the ability of various populations to access and use health information and services. This course places heavy emphasis on applied learning techniques. Students practice how to interpret and translate science-based information for the consumer in both the written and spoken word. FA

ENG 496 Senior Thesis (3 credits)
Advanced study in literary research or writing. Allows the student to develop in depth an interest that has arisen during his or her course of major study, to apply skills developed, and to demonstrate preparation for advanced study or professional practice. Coursework may be done independently or in conjunction with another, relevant course (with departmental permission). Prerequisite: Senior literary studies, professional writing, or English for secondary certification major. FA, SP

FOREIGN LANGUAGE/BOSNIAN AND SPANISH COURSES

BON 101 Introduction to Bosnian and Croatian Language and Culture I (3 credits)
Introduction to the language and culture of Bosnia and Croatia. Emphasis on listening, comprehension, speaking, reading, and writing skills. Offered as needed.

BON 102 Introduction to Bosnian and Croatian Language and Culture II (3 credits)
Intermediate study of the language and culture of Bosnia and Croatia. Development and reinforcement of skills in listening, comprehension, speaking, reading, and writing. Offered as needed.

SPN 101 Introduction to Spanish I (3 credits)
Development of listening, comprehension, speaking, reading and writing skills. Introduces the student to Hispanic culture. Fluency in basic Spanish structures is the goal. Offered as needed.

SPN 102 Introduction to Spanish II (3 credits)
Second semester of introductory year. Development and reinforcement of basic Spanish structures. Prerequisite: SPN 101 or instructor's approval. Offered as needed.

SPN 201 Intermediate Spanish I (3 credits)
Strengthening and reinforcement of listening, comprehension, speaking, reading and writing skills. Introduces students to more complex structures and situations and encourages oral expression of opinions and ideas. Prerequisites: SPN 101; SPN 102 or equivalent and instructor's approval. Offered as needed.

SPN 202 Intermediate Spanish II (3 credits)
Continuation of Intermediate Spanish I. Prerequisite: SPN 201. Offered as needed.

SPN 303 Advanced Spanish Conversation and Composition (3 credits)
Develops conversational skills through guided practice, strengthening vocabulary and reinforcing grammar structures. Practice in writing through varied assignments aimed at practical usage and experience. Prerequisite: SPN 202. Offered by arrangement.

SPN 314 Spanish for Commerce (3 credits)
Students are given an introduction to the commercial world from the perspective of the Spanish speaker. Heavy emphasis on vocabulary building. Prerequisite: Intermediate level competency. Offered by arrangement.

SPN 324 Spanish Civilization (3 credits)
A survey of major events and trends in Spanish speaking world. Presents a picture of the social, political and cultural forces which shaped it. Prerequisite: Intermediate level competency. Offered by arrangement.

AMERICAN ENGLISH PROGRAM COURSES

AEN 160 American English for the International Student (3 credits)
Emphasis is on the relationship between listening comprehension and on the musical aspects of English; students learn how to use rhythm, stress, and intonation to provide navigational guides for the listener. Offered as needed.

AEN 161 American English for the International Student (3 credits)
Reading selections at the student's level of comprehension and exercises guide students toward acquiring the skills of good readers. Offered as needed.

AEN 265 Oral and Written Composition for the International Student (3 credits)
Basic elements of paragraph structure with grammatical explanations and exercises tailored to correct existing errors of non-native speakers, leading to the composition of short essays. In addition, students will practice listening and speaking skills. Offered as needed.

AEN 266 Advanced Composition for the International Student (3 credits)
Development of the fundamentals of good writing used in compositions, themes, and reports, with an emphasis on unity, coherence, and the systematic arrangement of thought. Students will write a research paper. Prerequisite: AEN 265 or equivalent. Offered as needed.

INTENSIVE ENGLISH PROGRAM COURSES
Credit for the following courses does not count toward the 120 credit hour graduation requirement.

ESL 061 Beginning Reading for Non-Native Speakers of English (3 credits)
This course provides practice in using various reading strategies to improve reading proficiency in English. Students will develop their ability to read descriptive, narrative and non-fictional materials more fluently. Students will use scanning and skimming skills, expand vocabulary, identify main ideas, and comprehend specific facts and inferences.

ESL 062 Beginning Writing for Non-Native Speakers of English (3 credits)
This course prepares students to produce sentence and paragraph structures. They will be able to produce a composition with a short introduction, five or more sentence body and a short conclusion.

ESL 063 Beginning Listening for Non-Native Speakers of English (4 credits) [3 hour class + 1 hour listening lab]
This course will familiarize the learner with some of the major rhetorical patterns of formal spoken English and will develop the basic skills necessary to understand spoken English at a normal pace.

ESL 064 Beginning Speaking for Non-Native Speakers of English (3 credits)
Students develop classroom communication skills and conversation skills. They will understand how to deliver a two-minute speech on self or country with a manuscript.

ESL 065 Beginning Grammar for Non-Native Speakers of English (2 credits)
This course will review basic English grammar while providing opportunities for oral and written reinforcement. Focus will be on the simple and progressive forms of the present, past, and future tenses and modal auxiliaries.

ESL 071 Intermediate Reading for Non-Native Speakers of English (3 credits)
Students will improve and expand their reading skills, increase their vocabulary, speed and comprehension. Students will develop their ability to read materials of intermediate difficulty and complexity and develop vocabulary necessary to study independently at an academic level. Students will understand the use of transitional words as organizational discourse markers, learn to paraphrase, develop critical thinking skills, increase comprehension and reading speed, and compare and contrast cultural values.

ESL 072 Intermediate Writing for Non-Native Speakers of English (3 credits)
This course will prepare students to produce a three-paragraph composition. They will learn to generate details about a topic, become familiar with the various methods of development and will develop editing skills through multiple drafts. Students will organize ideas around a thesis statement, practice writing clear topic sentences, and gather support for topic sentences through personal experience, observation, and research.

ESL 073 Intermediate Listening for Non-Native Speakers of English (4 credits) [3 hours class + 1 hour listening lab]
Focus will be on understanding major rhetorical patterns (chronological, process, definition, classification, comparison/contrast) used in lectures across the curriculum. They will develop listening skills to understand academic lectures. Students will take notes with some accuracy on lectures delivered at a moderate pace.

ESL 074 Intermediate Speaking for Non-Native Speakers of English (3 credits)
Focus will be on organizing and delivering speeches to introduce, demonstrate, and inform. The student will use an outline form to deliver speeches three minutes in length and use language which is comprehensive with moderate effort by a native speaker.

ESL 075 Intermediate Grammar for Non-Native Speakers of English (2 credits)
This course will review simple and complex English sentence structure. The focus will be on understanding and using gerunds and infinitives, using coordinating conjunctions to connect ideas, becoming familiar with passive verbs, and using adjective, noun, and adverb clauses. Students will increase their understanding and accurate use of perfect and perfect progressive verb tenses and modal auxiliaries.

ESL 081 Advanced Reading for Non-Native Speakers of English (3 credits)

This course will enable students to read authentic texts and to function independently in an academic setting. Students will increase active and passive vocabulary, recognize patterns of organization in reading materials and be able to infer answers.

ESL 082 Advanced Writing for Non-Native Speakers of English (3 credits)

The purpose of this course is to prepare students to write a multi-source research paper. Students will learn to avoid plagiarism by paraphrasing or summarizing, understand the writing process and self-edit work for organization, coherence, development, and mechanics.

ESL 083 Advanced Listening for Non-Native Speakers of English (4 credits)

[3 hour class + 1 hour listening lab]

This course will prepare the student to understand academic lectures and to take notes. They will take accurate notes from lectures spoken at normal-native delivery.

ESL 084 Advanced Speaking for Non-Native Speakers of English (3 credits)

Students will learn to communicate effectively in formal academic speaking situations. They will deliver five-minute speeches (inform, persuade) from an outline, participate in group discussions and debates, and use spoken language that is comprehensible with little effort by a native speaker.

ESL 085 Advanced Grammar for Non-Native Speakers of English (2 credits)

This course will promote the understanding of key grammatical structures while providing opportunities for oral and written reinforcement. Students will gain competence in using the passive, stative passive, gerunds and infinitives, and conditional clauses. They will use coordinating conjunctions with ease and understand parallel structure.

ESL 091 Special Topics (1 to 3 credits)

This course will include TOEFL preparation, learning additional skills in English-language conversation, understanding U.S. slang phrases and colloquial speech, social and historical aspects of the United States, and current events.