SPEECH (SPCH)

SPCH 801P – Special Topics in Speech Communications 1-3 credit hours
Course work on a specific topic of communication designed by the instructor. Topics vary per offering.
Total Credits Allowed: 3.00

SPCH 802 – Introduction to Graduate Study in Communication 3 credit hours
The purpose of this course is to introduce students to the study of communication at the graduate level and to prepare students for success in the graduate program. We will focus on the nature of communication as a field of study; on skills which will assist you in future courses; and on the expectations and requirements for completion of the graduate program. This course is designed, in part, to familiarize students with the faculty in the graduate program and to assist students in identifying potential advisors for their thesis or practicum.

SPCH 803 – Strategic Communication 3 credit hours
This course will analyze and explore the multifaceted world of public relations and strategic communication. It will focus on the general characteristics and functions of the industry along with the specific responsibilities of PR and Communication professionals.

SPCH 804 – Health Communication 3 credit hours
This course provides an overview and introduction to health communication. We will cover the breadth of health communication, including interpersonal health communication, patient-provider communication, and persuasive health messaging. This course will give students a foundation in health communication research, exposing them to the breadth of the field. Through course readings and assignments students will explore health communication, including interpersonal health communication, patient-provider communication, and persuasive health messaging. Assignments in this class will include papers, tests, and application (designing theory-based promotions). By the end of the semester, students will be able to engage with health communication as a field, have a basic understanding of multiple theories utilized in health communication; understanding the basic constructs and be able to apply the theories correctly in both research and program design (health education/promotion programs), and will have a grasp at the complexity of health communication.

SPCH 805 – Administration and Direction of Forensic Programs 3 credit hours
Organization and administration of forensic programs in high schools and colleges, management of inter-school contests and tournaments, coaching of debate, discussion and individual events, and principles of judging.

SPCH 806 – Interpersonal Communication 3 credit hours
This course will provide an introduction to and survey of communication research in interpersonal communication. We will discuss the basic components of interpersonal communication (e.g., goals, message production, verbal and nonverbal communication), theories of interpersonal communication, and interpersonal communication in context.

SPCH 826 – Social Movements and International Media 3 credit hours
An exploration of theories and principles essential to understanding the communicative function and process of social movements. Special attention will be paid to understanding and learning how to construct persuasive messages intended to produce social change.

SPCH 830 – Teaching of Communication Studies 3 credit hours
The purpose of the course is to prepare the graduate student to teach communication courses, specifically Public Speaking, in an academic environment and/or training program of applied communication. To this end, time management, the learning environment, assessment, and current research in Instructional Communication will be presented and explored.

SPCH 841 – Science Communication 3 credit hours
Course examines science communication from multiple perspectives, including the exchange of ideas by science professionals; cross-disciplinary approaches for communicating science to broad audiences; perceptions of science as conveyed by mass media; and roles of science communication in society.

SPCH 845P – Diffusion of Innovations 3 credit hours
Diffusion of Innovations examines the adoption of innovations by individuals in a social system from the perspective of a communication based model. Examples of innovations include fashion trends, campaign slogans, communication technologies, hygiene practices, birth control, farming practices, hybrid powered automobiles, types of government rule (democracy) and genetically engineered foods. The diffusion phenomenon is examined emphasizing social and individual points of view. Class sessions are mostly based on lecture, with some discussion. Assessment tools include exams, case studies, and a final semester project. The final project will be presented to the class.

SPCH 846 – Introduction to Communication Research 3 credit hours
The purpose of this course is to broadly introduce students to qualitative and quantitative research approaches in the field of communication. To achieve this, students will read and interpret communication scholarship. Additionally, we will investigate ethical strategies for conducting research, including the issues of sampling, data collection, and data analysis techniques. Finally, we will discuss options for writing up and presenting research through exploration of various dissemination outlets.

SPCH 850P – Language and Social Change 3 credit hours
The course introduces students to the role of information, communication and the media in development and social change. To put development into context, the course looks at theories in development and how these have influenced the different development communication approaches used at various times. Students will explore: the concept of participatory communication; global debates about development; the digital divide; development policy frameworks at the global, regional and national levels. Communication of issues pertinent to sustainable development will be addressed including environment, population, gender, poverty and conflict management.

SPCH 851P – Leadership Communication 3 credit hours
In today's dynamic, global work environment, leaders need to be able to communicate effectively with people located in the same geographical location or located anywhere across the globe. This course offers students an opportunity to evaluate and utilize numerous communication options to develop an authentic, powerful, leadership voice using interpersonal, technology-mediated, and intercultural communication competencies and techniques.

SPCH 852P – Advanced Organizational Communication 3 credit hours
Students in this course will investigate a variety of significant organizational communication issues that contribute to the development and maintenance of the organizational workplace. Students will apply theories through case studies and projects.

SPCH 853P – Interviewing 3 credit hours
Theories and techniques of interviewing, including information gathering, employment, appraisal, and persuasive interviewing.

SPCH 854P – Intercultural Communication 3 credit hours
Study of communication across cultures.

SPCH 855P – Communication Training and Consulting 3 credit hours
A study of how to plan, conduct, and evaluate communication training and development programs within the organization.

SPCH 856P – Rhetorical Theory 3 credit hours
This course provides an overview of the history, theory, and practice of rhetoric from classical times to the contemporary. The course highlights key areas of controversy within rhetorical theory structured as a survey of theoretical agreements and disagreements for students to better appreciate what is at stake in rhetorical theory.

SPCH 860 – Directed Studies 1-4 credit hours
Independent research or special assignment in the student's major field.
Total Credits Allowed: 4.00

SPCH 861 – Internship 1-6 credit hours
Practical experience that fuses communication theory and practice in a professional setting.
Department Consent Required
Total Credits Allowed: 6.00

SPCH 875 – Public Communication Practicum 1-3 credit hours
Students will connect their graduate curriculum to professional experience in an effort to demonstrate an ability to apply coursework within an organization. Students will develop a completion paper that explains accomplishments in the practicum experience and connects these accomplishments to the graduate curriculum. Students will present their practicum findings to faculty.
Department Consent Required
Total Credits Allowed: 3.00

SPCH 876 – Public Communication Thesis 1-6 credit hours
In conjunction with their advisor, students will prepare a research project based on graduate coursework. The student's advisor and two additional graduate faculty will serve as the student's thesis committee. The committee will assemble for an oral defense of the thesis.
Department Consent Required
Total Credits Allowed: 6.00

SPCH 881 – Quantitative Research 3 credit hours
This class focuses on the introductory statistical techniques used in social science research. Students will be introduced to concepts such as reliability, validity, measures of central tendency, variability, probability, and statistical techniques including: t-tests (independent & dependent samples), Analysis of variance, Chi-square, correlation, and regression. Students are expected to take the material/concepts presented in class and apply them through a series of homework assignments and quizzes. The overall goal of the course is to help students understand the mathematical/statistical concepts presented and to assist in the application of these procedures.

SPCH 882 – Rhetorical Criticism 3 credit hours
This graduate seminar examines the use of rhetoric as a critical lens and a methodology to analyze artifacts. The class follows Kenneth Burkes approach of looking at life as drama (dramatism) that can be analyzed to better understand symbols and discourse around us. In addition to delving into theories of rhetorical criticism as a method (who gets to say what about what and to whom with what purpose?), we will also learn tools to examine the symbolicity of speeches, films, spaces, stories, culture, politics, etc. The class will take two approaches: to understand and critique exemplars of criticism and to give you the tools to perform criticism yourselves. In the dynamic space between subjective and objective, between author and audience, and between beauty and form lies the rhetorical critic.

SPCH 883 – Qualitative Research Methodology 3 credit hours
This course is focused on teaching students how to understand and conduct qualitative communication research. Special attention will be given to the philosophical assumptions behind qualitative research as well as the tools necessary to conduct. The class will also focus not only on the tools necessary to conduct research, but also on the epistemological questions of how knowledge is generated through research.

SPCH 890P – Theories of Interpersonal Communication 3 credit hours
A survey of major theories and research in interpersonal communication.

SPCH 892 – Seminar in Speech 3 credit hours
Concentrated study of selected topics in speech communication. (May be repeated for a total of 6 hours.)

SPCH 896 – Thesis 1-6 credit hours
This course provides guidance for a student to work on his/her master's thesis, which is the culminating experience in the UNK Public Communication program thesis option. Students will work with a Thesis Adviser to develop, research and prepare an original research project building on the curriculum. The project will conclude with a defense of the project to the student's thesis committee.
Department Consent Required
Total Credits Allowed: 6.00

SPCH 899 – Applied Communication Theory 3 credit hours
This course will cover the breadth of communication theory. We will discuss different philosophical approaches to theory; communication theories in a variety of contexts; and application of theories in every-day life. We will discuss communication theories in the contexts of intrapersonal, interpersonal, relational, group, organizational, mediated, and mass communication contexts, among others. The course will emphasize the application of theories to improve understanding of our own and others' communication and to assist in strategic communication planning.

SPCH 899P – Communication Theory 3 credit hours
A study of social and scientific theories of interpersonal, group, organizational, and mass communication.