Departmental Mission Statement: The Ripon College Department of Communication empowers students to become agents of change within society. We develop students’ critical thinking, problem-solving, and oral and written communication skills by challenging them to apply historical, theoretical, and critical approaches to public discourse.

Communicating Plus - Communication: Students majoring in communication develop written communication, oral communication, problem solving, and critical thinking skills as they progress through courses in the department. Students write formally and give both formal and informal oral presentations in virtually all classes in the communication department. Additionally, students develop skills of critical thinking and problem-solving as they learn to analyze, create, and support arguments in such areas as policy-making, theory-building, and critical evaluation of communication.

Requirements for a major in communication: Thirty-six credit hours in communication, including CMM 115, 200, 223, 326, 370, 392, 500, and 510, and twelve credit hours from CMM 210, 212, 215, 228, 248, 310, 315, 323, 336, 352, 401, 402, 410, 412, and 440.

Requirements for a minor in communication: Nineteen credit hours in communication, including CMM 115, 223, and 326.

Requirements for a minor in applied communication: Nineteen credit hours including CMM 115, 215 or 223; one of the following: CMM 336, 352, 370, 440; plus four additional credits in communication courses, excluding internship credits. No more than four credits of CMM 440 and two credits of CMM 315 may be counted toward the applied communication minor. Students majoring or minoring in communication may not also minor in applied communication.

Requirements for a teaching major in communication: Thirty-seven credits including CMM 115, 223, 248, 326, 401, 402, 500, 510 plus six credit hours from the following: CMM 352, 370, 392.

Requirements for a teaching minor in communication: Twenty-four credits including CMM 115, 326, 401, 402 plus six credit hours from the following: CMM 223, 248, 352, 370.

Communication majors are strongly encouraged to plan an internship in some area of communication during their junior or senior year at the College. Some recent internships have included the areas of advertising, sales, personnel management, news broadcasting, public relations, and journal editing.
115. Public Speaking

Three credits.
Principles and practice of formal, public communication. Attention will be paid to the role of speakers and critical listeners. Emphasis will be placed on research, evidence, organization, motivation, and persuasion. Includes formal oral presentations and analysis of speeches as well as consideration of communicator responsibility.

200. Technical Writing For Communication Majors

One credit.
Open only to declared majors in communication. Attention will be given to writing conventions in the field of communication, citation formats, and basic argument/evidence constructs. Communication majors must earn a grade of at least C- in CMM 200 prior to completion of the junior year. Note: Communication majors may be exempted from the requirement to complete CMM 200 by passing a writing test offered by the department each semester. The exemption is without academic credit. Please consult the department chair for additional information. Prerequisite: ENG 110.

210. Intermediate Communication Skills

Two credits.
Students develop particular communication skills both by learning theories relevant to the skills and by participating in extensive practice. Classes are offered in a variety of skill areas, including: listening skills; audience analysis; and speech composition. Prerequisite: some sections of CMM 210 may require CMM 115 as a prerequisite.

212. Issues in Communication

Variable credit course, 2-4 credits.
Consideration of significant issues in society as they intersect with the field of communication. Students will be exposed to basic concepts of communication analysis as they investigate such topics as: Freedom of Expression; Intercultural Communication; Gender and Communication; The Impact of New Technologies on Communication; and Communication and the Family.

215. Advanced Public Speaking

Four credits.
Students in Advanced Public Speaking refine their skills as public advocates by researching current issues of significance, constructing and evaluating arguments, and adapting style and delivery techniques to the demands of actual community audiences, in both in-class and in-field presentations. Students receive feedback from peers, the instructor, and community audience members representing local organizations, businesses, government agencies, and other groups with vested interest in the students’ topic areas. In addition to preparing for and engaging in public speeches, students will prepare formal, written self-assessments and audience-response assessments. Prerequisite: CMM 115.

223. Organizational and Business Communication

Four credits.
Theory and practice of communication within organizations. Covers various topics including communication channels, organizational structure, leadership as a function of communication, and interviewing. Students will participate in interviews, decision-making groups, and formal presentations.

228. Principles of Debate

Four credits.
Theory and practice of debate. Students will encounter theories of burdens, stock issues, justification and warrants; rules of evidence; paradigm standards; etc. Theory will be put into intensive practice in a series of in-class debates.
248. Persuasion and Mass Media  
Staff  
Four credits.  
Theories of persuasion in human interaction. Emphasis on the role of communication media and technologies in contemporary persuasion. Attention will be paid to the impact of media on speech-making, advertising, and creating/maintaining ideology.

310. Empirical Studies in Communication  
Staff  
Four credits.  
Students will research, design, and apply various methods of empirical analysis to actual communication events, in particular within interpersonal and small group environments. Students will examine communication theory and methodology as they survey and review literature within a variety of topic areas, which may include mass media, gender, intercultural, and theories of the public. In addition, students will analyze and critique existing research theory and methods.

315. Speech Practicum  
Roy  
One credit.  
Students enrolled in CMM 315 work with the instructor to devise an individualized learning plan for the semester, including specific learning goals and a scheduled series of actual public speaking engagements through which those goals will be realized and assessed. Speaking forums and formats will vary for each student; some students may serve as informational or special event speakers for local community organizations, others may advocate on behalf of nonprofit groups, and more advanced students may work as speech consultants/trainers for representatives of community or educational groups. Note: In addition to work with local groups, students enrolled in CMM 315 may partner with The Huntington’s Disease Society of America or The National Association of Students Against Violence Everywhere, both national nonprofit corporations. Prerequisites: CMM 115 and 215.

323. Argumentation Theory  
Martin  
Four credits.  
Theory and application of contemporary argumentation theory. Attention will be paid to historical development of argumentation theory and the concepts of justification, reasonability, evidence, fields of argument, argument and audience, and argument types. Students will apply various theories to historical and contemporary case studies.

326. Historical Development of Rhetorical and Communication Theory  
Roy  
Four credits.  
Survey of the evolution of rhetorical and communication theory from the classical to the contemporary period. Emphasis on traditional and current understandings of the field.

336. The Rhetoric of Social Movements  
Staff  
Four credits.  
The role of rhetoric in the development, maintenance, and decline of social movements. Impact of social movements on American ideology. Taught through examination of extended case studies of movements and counter-movements.

352. Political Communication  
Martin  
Four credits.  
The role of communication in contemporary politics. Emphasis on social movement, political advertising, political campaigns, political journalism, and presidential and congressional rhetoric.
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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Instructor</th>
<th>Credits</th>
<th>Description</th>
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<tbody>
<tr>
<td>370</td>
<td>American Public Address</td>
<td>Martin</td>
<td>4</td>
<td>Analysis of significant American rhetors within the context of American history. Emphasis on the role of rhetoric in the evolution of American historical and ideological development.</td>
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<tr>
<td>392</td>
<td>Rhetorical Criticism</td>
<td>Martin</td>
<td>4</td>
<td>Theories and methods of rhetorical criticism. Detailed critical analysis of historical and contemporary rhetoric. Students will apply theory through written and oral projects. Writing Intensive.</td>
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<tr>
<td>401</td>
<td>Teaching of Speech</td>
<td>Staff</td>
<td>2</td>
<td>A theory and practice course for the classroom teacher. Philosophy of speech communication education is stressed along with content and teaching skills, methods, and techniques. Students planning to pursue graduate work in communication are strongly encouraged to enroll. Prerequisite: consent of the instructor, to be taken concurrently with CMM 402.</td>
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<tr>
<td>402</td>
<td>Directing Debate and Forensic Activities</td>
<td>Staff</td>
<td>2</td>
<td>A theory and practice course involving organization and administration of competitive speech and debate programs at both the high school and college level. Focus on philosophies and methods of coaching, tournament management, travel management, budgeting, recruiting, and program development. Prerequisite: consent of the instructor, to be taken concurrently with CMM 401.</td>
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<td>410</td>
<td>Topics in Communication Studies</td>
<td>Staff</td>
<td>3-4</td>
<td>Variable credit course, 3-4 credits each semester. Exploration in depth of major interest areas in the field of communication studies. Topics will vary from year to year, but will include such issues as intercultural communication, gender and communication, and cognitive and attitudinal responses to persuasion. Please see the pertinent Schedule of Courses for the listing of topics courses and possible prerequisites. Prerequisite: consent of the instructor.</td>
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<tr>
<td>412</td>
<td>Topics in Rhetorical Theory and Criticism</td>
<td>Staff</td>
<td>4</td>
<td>Exploration in depth of major interest areas in the field of rhetorical theory and criticism. Topics will vary from year to year, but will include such issues as rhetoric and ideology studies, non-discursive rhetorical forms, European critical schools and rhetoric as epistemology. Please see the pertinent Schedule of Courses for the listing of topics courses and possible prerequisites. Prerequisite: consent of the instructor.</td>
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<tr>
<td>440</td>
<td>Applied Communication</td>
<td>Roy</td>
<td>4</td>
<td>Student teams analyze communication problems in the local community and develop solution strategies. Students learn to evaluate competing solutions on grounds of feasibility, cost-benefit analysis, and short-term/long-term implications. Students devise implementation plans and, where applicable, train community members to carry out implementation. May be repeated for credit. Prerequisites: consent of the instructor, major or minor standing, and at least 12 credits in communication completed.</td>
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441. Communication Campaign Management  
Roy  
Two credits.  
Communication Campaign Management is an intensive practicum in which individual students and/or small groups of students working as a team implement elements of an actual public communication campaign on behalf of a non-profit organization. Students apply theories of public persuasion to develop effective campaign strategies in service of a non-profit’s mission and goals; students then use written, oral, and organizational communication skills to implement (and, in some cases, supervise implementation of) the strategies as tactical elements within a public communication campaign. In addition to their work on the campaign projects, students will write a paper analyzing the campaign from various theoretical perspectives and will present the paper to the department. Prerequisite: CMM 440.

500. Senior Thesis  
Roy  
Three credits.  
Preparation of a significant individual research project which is critiqued by class members as well as presented orally for the seminar and invited guests. Must be taken concurrently with CMM 510.

510. Senior Seminar  
Roy  
Four credits.  
The Senior Seminar in communication serves as a capstone experience, providing students with opportunities to apply skills and knowledge derived from all course work in the major in unique formats that help prepare students for their educational and work lives beyond the undergraduate level. Seminar participants sit for written and oral comprehensive exams of core content areas of the field: American Public Address, Rhetorical Theory, and Rhetorical Criticism. Seminar participants plan and execute an educational conference for high school students on a great speech in American history. Finally, seminar participants regularly share their on-going research with their peers and faculty, culminating in formal final research presentations. Prerequisites: CMM 392 and at least one of CMM 326 or 370; or consent of the instructor. Must be taken concurrently with CMM 500.

540. Independent Study  
Staff  
Variable credit course, 2-4 credits each semester.  
A creative research or production project in the student’s chosen area of concentration. Students contemplating enrollment in independent study must submit a written proposal covering the work to be done to the chair of the department at least three weeks before the beginning of the semester in which the work is to be done. No more than twelve credit hours of independent study or internship may be taken, and no more than eight credit hours may be in one department. A registration form is required. Prerequisites: junior or senior standing, consent of the department chair and a department project director, and 12 credits toward the major.

550. Independent Study: Internship  
Staff  
Variable credit course, 2-5 credits each semester.  
Supervised field study, normally involving an aspect or aspects of communication within an organization. The student will complete a project for the organization and write a paper describing and critically analyzing the field experience. The course may be repeated up to a total of eight credits. A limited number of positions are available. Interested students should consult the instructor well in advance of preregistration for detailed requirements. No more than twelve credit hours of independent study or internship may be taken, and no more than eight credit hours may be in one department. A registration form is required. Prerequisites: junior or senior standing, consent of the department chair and a department project director, and 12 credits toward the major.