

COMMUNICATION DEGREES Offered at Southwest

Employers and business leaders value highly effective communication. Recognizing the role of effective communication in any successful career, the Department of Communication, Graphic and Fine Arts at Southwest Tennessee Community College now offers two new degrees:

ASSOCIATE OF ARTS - COMMUNICATION **ASSOCIATE OF SCIENCE - COMMUNICATION**

These two-year university parallel degrees are designed for students planning to enter the workforce upon graduation, or continue their education to earn a bachelor's degree in Communication or related degree at a four-year college.

Communication majors can choose from a variety of career fields including: mass communication, journalism, film and video, public relations, marketing, broadcasting, advertising, and corporate communication.

A major in Communication from Southwest requires 60 hours, including 12 hours of core classes. We offer the following courses related to this program:

- **COMM 1010 Introduction to Mass Communication***
- **COMM 1020 Introduction to Media Writing***
- **COMM 2025 Fundamentals of Communication***
- **COMM 2045 Public Speaking**
- **COMM 2075 Organizational Communication**
- **COMM 2100 Communication Inquiry***
- **COMM 2450 Introduction to Public Relations**
- **COMM 2610 Basic Oral Interpretation**
- **COMM 2620 Intermediate Oral Interpretation**
- **ENGL 2860 Introduction to Film**
- **COMM 2850 American Cinema & Culture**

**Required Course for AA or AS Degree*

SOUTHWEST
TENNESSEE COMMUNITY COLLEGE



**FOR A DETAILED CURRICULUM MAP
OR FOR MORE INFORMATION,
PLEASE CONTACT:**

Lane Roberts

Maxine Smith Center – 214F
901-333-6053
lroberts2@southwest.tn.edu

Bill Turner

Union Avenue Campus – 209A
901-333-5350
wgturner@southwest.tn.edu

Lisa Coleman

Macon Cove Campus – MAC 286
901-333-4403
lcoleman@southwest.tn.edu

ASSOCIATE OF ARTS - OR - ASSOCIATE OF SCIENCE COMMUNICATION

The Department of Communication, Graphic and Fine Arts offers a University Parallel degree with an emphasis in Communication. The following courses are part of this program:

REQUIRED COURSES

COMM 1010 - Introduction to Mass Communication

This course examines the media as a social institution by providing an overview of print, electronic, and computer-based media forms. The course will review the role of the media in society and its effect on culture. This course also teaches media literacy and criticism skills. Prerequisite(s): ENGL 0810 and READ 0810

COMM 1020 - Introduction to Media Writing

This course is an introduction to print and broadcast journalism with an emphasis in news gathering methods and news writing for print and electronic media. Students will be introduced to basic news writing structures and approaches across various media platforms. This writing intensive course also emphasizes instruction in selecting and covering news, types of stories, news gathering skills, grammar, structure, AP style and libel practices. Prerequisite(s): ENGL 0810 and READ 0810

COMM 2025 - Fundamentals of Communication

This course provides an introduction to the principles of oral communication with units on public speaking, group communication, and mass media. Particular emphasis will be placed on the development of effective public speaking skills. Prerequisite(s): ENGL 0810 and READ 0810

COMM 2100 - Communication Inquiry

This course will focus on the history and development of the discipline of communication, with an emphasis on the three major traditions that shape the Communication degree: rhetoric, social science, and media studies. Coursework includes definitions and models of the communication process, as well as a focus on major theories in the discipline. Prerequisite(s): ENGL 0810 and READ 0810

DEGREE ELECTIVES

ENGL 2860 - Introduction to Film

This course helps students develop a better understanding and appreciation of movies. Lab hours are used for the viewing of films. Students observe films more closely and become active participants in the art of the film experience.

COMM 2075 - Organizational Communication

This course will help students understand organizational communication theories, models, and processes; apply these principles in organizational communication speaking exercises; and learn effective management and leadership skills. Prerequisite(s): ENGL 0810 and READ 0810

COMM 2045 - Public Speaking

This course is an introduction to preparing and delivering public speeches, including an emphasis on informative, persuasive, and special occasion speaking. Prerequisite(s): ENGL 0810 and READ 0810

COMM 2450 - Intro to Public Relations

This course introduces the history, basic theories, and functions of public relations, focusing primarily on principles and practice. Emphasis will be placed on the importance of understanding media audiences, messaging, and creating strategic writing for basic concepts used in this discipline. Prerequisite: COMM 1020

COMM 2610 - Basic Oral Interpretation

This course is an introduction to the oral performance of literature. The focus of this course is on the development of oral communication skills through a dramatic performance of prose and poetry. No prerequisite.

COMM 2620 - Intermediate Oral Interpretation

This course is a continuation of Basic Oral Interpretation with an emphasis on the sense of rhythm, style, and technique necessary for speaking poetry, prose, and dramatic literature. Prerequisite: COMM 2610

COMM 2850 - American Cinema & Culture

This course is an examination of the development of American Cinema as a contemporary performance art form from a technical, theoretical, social, and multicultural perspective. There will be an emphasis on film history, historical events, and film's effect on culture. Prerequisite: COMM 2860 is recommended but not required.