

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 began offering 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 1620 - Voice and Articulation

COMM 2025 - Fundamentals of Communication*

COMM 2085 - Business and Professional Communication

COMM 2075 - Organizational Communication

COMM 2100 - Communication Inquiry*

COMM 2610 - Basic Oral Interpretation

COMM 2620 - Intermediate Oral Interpretation

ENGL 2860 - Introduction to Film

**Required Course for AA or AS Degree*

SOUTHWEST
TENNESSEE COMMUNITY COLLEGE



**FOR A DETAILED CURRICULUM MAP
OR FOR MORE INFORMATION,
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ASSOCIATE OF ARTS - OR - ASSOCIATE OF SCIENCE COMMUNICATION

The Department of Communication, Graphics 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

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 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 2085 - Business and Professional Communication

This course covers the basic principles of effective communication in business or professional settings. It emphasizes construction and delivery of effective business presentations; development of effective cover letters and resumes; experience in interviewing; and application of interpersonal and group skills necessary for productive engagement in business, organizational, and professional settings.

Prerequisite(s): ENGL 0810 and READ 0810

COMM 1620 - Voice and Articulation

This course is designed to assist students in the development of effective speaking skills. The focus of this course will be on the improvement of pronunciation, voice, and articulation. Emphasis will be placed on the study of the International Phonetic Alphabet and oral presentations.

Prerequisite(s): ENGL 0810 and READ 0810

COMM 2620 - Intermediate Oral Interpretation

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

Prerequisite: COMM 2610

ENGL 2860 - Introduction to Film

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