

## **SPEECH MAJOR (BA OR BS) – ELECTRONIC MEDIA EMPHASIS (37 CREDITS)**

(Unless otherwise noted, all classes are offered Fall & Spring semesters. Classes are offered in Summer & Winterim on a need basis.)

### **Required Classes**

Speech 232	Foundations of Electronic Media (GS) (3) ( <i>Offered Fall semester only</i> )	_____
Speech 238	Fundamentals of Video Productions (3)	_____
Speech 239	Fundamentals of Audio Production (3)	_____
Speech 487	Senior Electronic Media Project (1-2) ( <i>Senior standing &amp; completion of 20 hrs. in major including completion of Speech 232, 238 and 239</i> ) ( <i>Course may satisfy writing requirement</i> )	_____

### **Select 9 credits from Electronic Media Application Courses**

Speech 230	Radio Practicum (1) ( <i>No more than 3 credits can count towards major</i> )	_____
Speech 231	Practicum in Cable Television Production (1) ( <i>No more than 4 credits can count towards major</i> )	_____
Speech 241	Electronic Media Copywriting (3)	_____
Speech 320	Advanced Audio Techniques (3)( <i>Prereq: S239 or consent of instructor</i> ) ( <i>Offered Fall semester only</i> )	_____
Speech 330	Corporate and Industrial Video Production (3) ( <i>Prereq: Speech 238</i> ) ( <i>Offered Spring semester only</i> )	_____
Speech 331	Producing and Directing Practicum (1-3) ( <i>Prereq: Consent of instructor</i> )	_____
Speech 332	Practicum in Television News (1-3) ( <i>Prereq: Speech 241, 246, 234 or 238, consent of instructor</i> )	_____
Speech 335	Advertising Video Production (3) ( <i>Prereq: Speech 238</i> ) ( <i>Offered Fall semester only</i> )	_____
Speech 493E	Internship in Electronic Media (2-3) ( <i>Prereq: Speech 232 &amp; 238 or 239, Junior/Senior standing and approval of supervisor</i> )	_____
Speech 246	Electronic Media Newswriting and Production (3) ( <i>Journlsm 241 or 243 or Speech 203 or 231 or 241</i> ) ( <i>Offered Fall semester only</i> )	_____

### **Select 6 credits from Oral Communication Courses**

Speech 234	Electronic Media Announcing (3) ( <i>Prereq: Speech 110</i> )	_____
Speech 240	Public Speaking (GH) (3) ( <i>Prereq: Speech 110</i> )	_____
Speech 242	Small Group Communication (3) ( <i>Prereq: Speech 110</i> )	_____

### **Select 6 credits from Mass Communication Theory/Industry & Cinema Courses**

Speech 236	Introduction to Cinema (GA) (3) ( <i>Offered Spring semester only</i> )	_____
OR Speech 339	History of Cinema (3) ( <i>Offered Spring semester only</i> ) ( <i>Course may satisfy writing requirement</i> )	_____
Speech 305	History of Mass Communication (3) ( <i>Course may satisfy writing requirement</i> )	_____
Speech 333	Principles of Electronic Media Programming (3) ( <i>Prereq: Speech 131 or 232</i> ) ( <i>Offered Spring semester only</i> ) ( <i>Course may satisfy writing requirement</i> )	_____
Speech 431	Mass Communication in Society (3) ( <i>Prereq: Speech 131 or 202 or 232</i> ) ( <i>Course may satisfy writing requirement</i> )	_____
Speech 440	New Communication Technologies (3) ( <i>Prereq: Journlsm 210 or 220 or Speech 131 or 232 or Junior status</i> ) ( <i>Course may satisfy writing requirement</i> )	_____
Speech 494	Seminar (3)	_____
Journlsm 420	Law of Mass Communication ( <i>Journlsm 210 or 220 or Speech 131 or 232</i> ) ( <i>Course may satisfy writing requirement</i> )	_____

### **Select 6 credits from Communication Theory/Applied Theory Courses**

Speech 228	Interpersonal Communication (3)	_____
Speech 321	Nonverbal Communication (3) ( <i>Speech 110</i> ) ( <i>Offered Spring semester only</i> )	_____
Speech 325	Psychology of Speech (3)	_____
Speech 327	Introduction to Organizational Communication (3) ( <i>Prereq: Speech 110</i> )	_____
Speech 345	Persuasion (3) ( <i>Prereq: Speech 110</i> )	_____
Speech 420	Listening Behavior (3) ( <i>Prereq: Speech 110</i> )	_____
Speech 422	Communication Theories (3)	_____
Speech 424	Cross Cultural Communication (GS/Diversity)(3) ( <i>Prereq: Speech 110</i> )	_____
Speech 491	Travel Study (when approved by advisor)	_____

12 credits must be taken at 300 and 400 level. A maximum of 5 practicum credits may count in the major.

**A minimum GPA of 2.25 is required within the major upon graduation. Students must declare a minor or 2<sup>nd</sup> major with this emphasis. Courses cannot count towards both the major and the minor.**

