

**University of Arkansas - Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913-3649**  
**479-788-7000**

### **General Syllabus**

#### **MCOM 4950V Media Communication Internship**

Credit Hours: 1-6 Variable

Internship/Practicum Hours: 1-6 Variable

Prerequisites: Junior standing and consent of instructor

Effective Catalog: 2018-2019

#### **I. Course Information**

##### **A. Catalog Description**

Places the student in a working environment, such as a newspaper, an advertising agency, a journal, or a radio or television station to gain actual on-the-job experience. May be repeated for a total of six hours.

##### **B. Additional Information - None**

#### **II. Student Learning Outcomes**

##### **A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Contribute successfully as a member of a communications' team to produce media.
2. Utilize research skills learned in previous coursework.
3. Demonstrate reading, writing, and Communication Skills (written and oral) in a workplace setting.
4. Work successfully in a workplace environment.

##### **B. University Learning Outcomes (ULO)**

This course enhances student abilities in the following areas:

###### **Analytical Skills**

**Critical Thinking Skills:** Students will use analytical/critical thinking skills to draw conclusions and solve problems within a publication team.

###### **Communication Skills (written and oral) (written and oral)**

Students will learn effective communication within a publication team and in a working media setting.

###### **Ethical Decision Making**

Students will be exposed to working in an actual workplace setting, recognizing and using and maintaining sound and workplace ethics.

### **III. Major Course Topics**

Topics will vary with assignment.

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**General Syllabus**

**SPCH 3203 Critical Listening**

Credit Hours: 3

Lecture Hours: 3

Prerequisite: MCOM 2223 Communication Theory or consent of instructor

Effective Catalog: 2018-2019

**I. Course Information**

**A. Catalog Description**

Basic theories of listening, including contextual, psychological, and logical bases and practices in listening for comprehension, analysis, and evaluation.

**B. Additional Information - NA**

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Articulate listening process and models from contextual and psychological theories.
2. Evaluate and improve personal listening skills.
3. Identify effective attitudes of competent listening.
4. Recognize and employ effective visual and auditory cues for listening.
5. Identify and manage listening barriers.
6. Synthesize and employ a variety of listening skills from contextual, psychological, and logic theories.
7. Develop long- and short-term memory skills.

**B. University Learning Outcomes**

This course enhances student abilities in the following areas:

**Communication Skills (written and oral) (written and oral)**

Participate in group projects, make oral presentations, conduct basic oral and written critiques, complete research projects.

**Ethical Decision Making**

Recognize and evaluate implications of listening in a variety of situations.

**III. Major Course Topics**

- A. Listening models

- B. Behavioral approaches
- C. Hearing, attention, and listening
- D. Processes of understanding, memory, and interpretation
- E. Critical listening
- F. Comprehension
- G. Memory paths
- H. Evaluation and analysis
- I. Responding
- J. Gender and listening
- K. Empathic listening
- L. Discriminative listening
- M. Appreciative listening
- N. Transactional listening

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**General Syllabus**

**SPCH 3213 Non-Verbal Communication**

Credit Hours: 3      Lecture Hours: 3

Prerequisite(s): MCOM 2223 Communication Theory or consent of instructor

Effective Catalog: 2018-2019

**I. Course Information**

**A. Catalog Description**

Theory and practice in nonverbal communication in a variety of contexts, including attention to diversity and global awareness.

**II Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Recognize different communication situations and respond effectively;
2. Analyze the operation of nonverbal communication in a variety of settings;
3. Examine and compare how ethnic, ability, gender, and culture affect nonverbal communication;
4. Analyze and employ a variety of nonverbal cues and codes;
5. Differentiate and discuss basic theories of nonverbal communication;
6. Recognize, distinguish and respond to nonverbal cues and codes.

**B. University Learning Outcomes (ULO)**

**Communication Skills (written and oral) (written and oral)**

Participate in group projects, make oral presentations, conduct basic oral and written critiques, complete research projects.

**Ethical Decision Making**

Recognize and evaluate implications of listening in a variety of situations.

**III. Major Course Topics**

- A. Behavioral observation
- B. Categories of nonverbal communication
- C. Body language
- D. Paralanguage
- E. Facial and eye behavior

- F. Arrangement and use of space
- G. Physical appearance
- H. Gesture and movement
- I. Territoriality
- J. Gender in nonverbal communication
- K. Cultural awareness and cross-cultural conventions
- L. Nonverbal relationships

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**General Syllabus**

**SPCH 3223 Argumentation and Debate**

Credit Hours: 3

Lecture Hours: 3

Prerequisite: MCOM 2223 Communication Theory or consent of instructor

Effective Catalog: 2018-2019

**I. Course Information**

**A. Catalog Description**

Theory and practice the effective employment of argument and debate techniques on a wide variety of topics.

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of this course, the student will:

1. Distinguish between argument and debate.
2. Demonstrate a variety of research methods and preparation tactics for argument and debate on various topics.
3. Analyze and employ basic theories of argument and debating.
4. Employ argument and debate techniques on a wide variety of topics.
5. Discuss the history of forensics.
6. Examine and critique debating techniques of classmates.

**B. University Learning Outcomes**

The course enhances student abilities in the following areas:

**Communication Skills (written and oral) (written and oral)**

Participate in group projects, make oral presentations, and conduct basic oral and written critiques, complete research projects for oral presentations.

**Ethical Decision Making**

Recognize and evaluate ethical implication of communication in a variety of situations.

**III. Major Course Topics**

- A. History of debate
- B. Theories of forensics and forensic rhetoric
- C. Preparation and research

- D. Delivery
- E. Argument and response
- F. Oxford style debate
- G. Lincoln-Douglas style debate



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## **General Syllabus**

### **SPCH 4213 Rhetorical Criticism–Oratory**

Credit Hours: 3      Lecture Hours: 3

Prerequisite: MCOM 2223 Communication Theory or consent of instructor

Effective Catalog: 2018-2019

#### **I. Course Information**

##### **A. Catalog Description**

Theory and practice in analyzing speakers and their speeches using classical and contemporary models of rhetorical criticism.

##### **B. Additional Information-none**

#### **II. Student Learning Outcomes**

##### **A. Subject Matter**

Upon successful completion of this course, the student will:

1. Distinguish and discuss various theories of rhetorical and oratorical analysis, including Aristotelian, Cicero, Quintilian, Burke, Toulmin, etc.
2. Employ rhetorical criticism to speakers and speeches both historical and contemporary.
3. Discuss the development of rhetorical and oratorical theory.
4. Evaluate and rewrite speeches based on critical response.

##### **B. University Learning Outcomes**

The course enhances student abilities in the following areas:

###### **Communication Skills (written and oral) (written and oral)**

Participate in group projects, make oral presentations, conduct basic oral and written critiques, complete research projects for oral presentations.

###### **Ethical Decision Making**

Recognize and evaluate ethical implication of communication in a variety of situations.

#### **III. Major Course Topics**

- A. Aristotle appeals, commonplaces, and topoi

- B. Enthymeme and syllogism
- C. Cicero and style
- D. Quintilian and style
- E. Style and delivery in the middle period
- F. Kenneth Burk and dramatism
- G. Toulmin

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## **General Syllabus**

### **SPCH 3143 Special Topics in Speech**

Credit Hours: 3      Lecture Hours: 3

Prerequisite: SPCH 1203 Introduction to Speech

Effective Catalog: 2018-2019

#### **I. Course Information**

##### **A. Catalog Description**

Study and work in varied topics related to the delivery and reception of spoken language. May be repeated once for credit when topics differ.

##### **B. Additional Information - None**

#### **II. Student Learning Outcomes**

##### **A. Subject Matter**

Upon successful completion of this course, the student will be able to:

Because subject matter will relate to varied topics regarding speakers, audiences, and spoken communication, outcomes will vary with the topic.

##### **B. University Learning Outcomes**

This course enhances student abilities in the following areas:

###### **Communication Skills (written and oral) (written and oral)**

Students will use Communication Skills (written and oral) in presenting information about the topic being studied.

###### **Global and Cultural Perspectives**

Students will work with other students of diverse backgrounds.

###### **Ethical Decision Making**

Students will be expected to demonstrate and academic honesty in the materials they produce for the course.

#### **III. Major Course Topics**

Course topics will be dependent on the specific offering.

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## **SPCH 2223 Advanced Public Speaking**

Credit Hours: 3      Lecture Hours: 3

Prerequisite: SPCH 1203 Introduction to Speech

Effective Catalog: 2018-2019

### **I. Course Information**

#### **A. Catalog Description**

Basic theory and extensive practice in preparing, delivering, and critiquing informative, persuasive, and special-occasion speeches for large groups.

### **II. Student Learning Outcomes**

#### **A. Subject Matter**

Upon successful completion of this course, the student will:

1. Know the characteristics of informative, persuasive, and special- occasion speeches.
2. Demonstrate effective diction and voice in public speaking.
3. Use effective organizing in preparing speeches for large groups.
4. Incorporate revision in preparation of speeches for large groups.
5. Deliver informative, persuasive, and special-occasion speeches.
6. Listen effectively and respond to speeches.
7. Demonstrate effective rhetorical control in speaking to large groups.

#### **B. University Learning Outcomes**

The course enhances student abilities in the following areas:

##### **Communication Skills (written and oral) (written and oral)**

Write outlines, make oral presentations, revise, peer group work.

##### **Ethical Decision Making**

Recognize and evaluate ethical implication of communication in a variety of large group settings.

### **III Major Course Topics**

- A. Researching and preparing large-group speeches
- B. Audience analysis
- C. Diction
- D. Voice and tone control
- E. Rhetoric of informative speeches
- F. Rhetoric of persuasive speeches
- G. Rhetoric of special-occasion speeches
- H. Basic listening skills
- I. Critique and peer response
- J. Using peer response to revise

- K. Preparing for questions
- L. Extemporaneous speeches