

NEW COMMUNICATION DEGREES OFFERED AT SOUTHWEST

COMING FALL 2019

Employers and business leaders value highly effective communication. Recognizing the role of effective communication in any successful career, the Department of Communications, Graphic and Fine Arts at Southwest Tennessee Community College is excited to announce the addition of two new degrees for Fall 2019:

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.

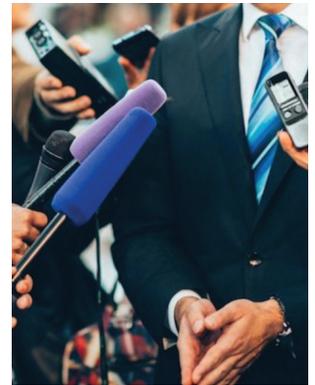
Communication majors can choose from a variety of career fields including: mass communication, journalism, film and video, public relations, marketing, broadcasting, advertising, and corporate communication.

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

- COMM 1010 – Introduction to Mass Communication**
- COMM 1020 – Introduction to Media Writing***
- 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**

**Offered Spring 2020*

SOUTHWEST
TENNESSEE COMMUNITY COLLEGE



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

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Associate of Arts or Associate of Science COMMUNICATION

Starting Fall 2019, the Department of Communications, Graphic and Fine Arts will offer a University Parallel degree with an emphasis in Communication. The following courses will be part of this program:

FALL 2019

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.

T/R 10:50 a.m. – 12:20 p.m. Macon Cove Campus

Instructor: Holly Green

T/R 12:30 – 2 p.m. Union Avenue Campus

Instructor: Bill Turner

M/W 12:30 – 2 p.m. Maxine Smith Center

Instructor: Lane Roberts

Prerequisite(s): ENGL 0810 and READ 0810

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.

M/W 12:30 – 2 p.m. Macon Cove Campus

Associate Professor: Lisa Coleman

T/R 12:30 – 2 p.m. Maxine Smith Center

Instructor: Lane Roberts

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.

M/W 3:50 – 5:20 p.m. Macon Cove Campus

Instructor: Thomas King

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.

M/W 2:10 – 3:40 p.m. Macon Cove Campus

Instructor: Thomas King

Prerequisite: COMM 2610

SPRING 2020

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 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 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

COMM 2075 - Organizational Communication*

This course will help students understand organizational communication theories, models and processes; how to apply these principles in organizational communication speaking exercises; and learn effective management and leadership skills.

Prerequisite(s): ENGL 0810 and READ 0810

**Optional electives helpful in area of emphasis.*