

# COMMUNICATION STUDIES

The study of human communication ranges from interpersonal processes such as persuasion and relationship formation to organizational processes such as group leadership and dispute resolution. It investigates the strategies and styles of public deliberation and debate, as well as political and cultural practice involving media and telecommunications systems. Communication studies is an ideal major for students with multiple interests and diverse talents; the discipline provides theory, tools, and techniques for analyzing, managing and improving communication in every arena of professional and personal interaction. Courses in communication studies challenge the mind, broaden one's views, and develop in students an increased awareness of and skill in communication practices. Students with a bachelor's degree in communication are prepared to become responsible leaders, engaged citizens and pioneering problem-solvers in their communities and chosen fields of work.

## Degrees Offered

- Communication Studies, BPhil Com (<https://catalogs.northwestern.edu/sps/undergraduate/communication-studies/communication-studies-bphil-com/>)

## Communication Studies Courses

### COMM\_ST 102-CN Public Speaking (1 Unit)

Theory, composition, delivery, and criticism of public speeches.

### COMM\_ST 201-DL Research Methods in Communication Studies (1 Unit)

Evaluation of the quality and meaning of social scientific research; principles of effective research put into professional practice.

### COMM\_ST 205-DL Theories of Persuasion (1 Unit)

Survey of major theories that explain how to change another person's attitudes and behaviors. Applications to persuasion within a variety of contexts, including relationships, organizations, legal campaigns, and the mass culture.

### COMM\_ST 225-DL Communication and Culture (1 Unit)

How the concept of "culture" is constituted and disseminated through practices, processes, and mechanisms of "communication." Theories of myriad forms of mediation (interpersonal, off- and online, popular, and mass-mediated) shaping our relationships with ourselves and the world around us are covered.

### COMM\_ST 246-CN Introduction to Health Communication (1 Unit)

Key areas of the field, with focus on providers, patients and families, hospital networks, nonprofit organizations, and government agencies.

### COMM\_ST 250-DL Team Leadership and Decision Making (1 Unit)

Theories and research relating to communication in small groups and group decision making.

### COMM\_ST 261-DL Introduction to Corporate Strategic Communication (1 Unit)

Exploration of modern corporate communication environment and why it requires an integrated approach to strategic communication.

### COMM\_ST 270-CN Theories of Mediated Communication (1 Unit)

Introductory survey of current issues in research on the mass media, the Internet, and computer-mediated communication.

### COMM\_ST 275-CN Persuasive Images: The Rhetoric of Contemporary Culture (1 Unit)

Analysis of image-making in all forms of popular culture-in film and television but also shopping malls, supermarkets, car dealers, and doctors' offices.

### COMM\_ST 294-DL First-Year Seminar (1 Unit)

Study in seminar format of a topic in communication. Assignments emphasize expository writing.

### COMM\_ST 352-DL Social Network Analysis (1 Unit)

Use of social network analysis to understand the growing connectivity and complexity in the world around us on different scales, ranging from small groups to the web.

### COMM\_ST 360-DL Theories of Organizational Communication (1 Unit)

Effective communication behaviors and skills for contemporary organizations. Dimensions of organizational communication, including listening, nonverbal communication, ethics, and values. Interactive exercises and practical applications of theory.

### COMM\_ST 362-CN Professional-Client Communication (1 Unit)

Various processes of professional-client communications, including organizational theory, social, and managerial activities.

### COMM\_ST 363-CN Bargaining and Negotiation (1 Unit)

Communication in bargaining and negotiation in organizational settings. Cognitive and motivational theories emphasizing bargaining and negotiation strategies.

### COMM\_ST 364-CN Collective Decision Making and Communication in Organizations (1 Unit)

Research on how organizations make, communicate, and implement collective decisions. Assessing decision effectiveness, group decision making, leadership in organizations, and organizational design.

### COMM\_ST 368-DL Data Visualization and Storytelling (1 Unit)

Use of effective, evidence-based, engaging data stories to inform organizational strategies and decision-making. Exploration of market analytics, social media data, empirical data, and business insights to communicate insights to various audiences. Application of storytelling principles and techniques to create engaging and persuasive data stories for different audiences, platforms, and purposes.

**Prerequisite:** COMM\_ST 201-DL or COMM\_ST 352-DL or MKTG\_350-DL.

### COMM\_ST 392-DL Global Culture, Commerce, and Communication (1 Unit)

Examination of current topics and events to familiarize students with the cultural dimensions of globalization and the critical importance of culture and communication in understanding the globalized world.

### COMM\_ST 394-DL Research Seminar (1 Unit)

Small seminars in research topics led by different members of the department faculty. Students complete a research paper on a topic related to the seminar theme.

**Prerequisite:** completion of COMM\_ST 294-CN First Year Seminar is recommended.

### COMM\_ST 395-CN Special Topics (1 Unit)

Topics vary. May be repeated for credit with different topic.

### COMM\_ST 395-DL Topics in Communication Studies (1 Unit)

Topics vary. May be repeated for credit with different topic.