USCA COMM

2018-2019 Guide to Graduating
The Communication Discipline

The study of communications dates back to the ancient Greeks, when the study of rhetoric (the art of effective discourse) was considered central to education. The study of communication continues to be vital in the 21st Century. Communication (oral, written and visual) is a symbolic process through which people create, maintain, and transform their relationships and communities. Effective and appropriate communication is central to one’s quality of life, and many disciplines consider communication to be one of their key concerns.

Our Departmental Mission

As a department, we want you to become an excellent writer, a persuasive speaker, an effective problem solver and a productive team member. We want to empower you to be a respected leader in your work and community. We help you understand how fundamental theories, principles, and practices apply in many communication contexts such as relationships, groups, organizations, cultures, and the mass media. We encourage you to be an engaged learner, and we strive to provide you with learning experiences to help you develop your abilities to communicate well, think critically, reflect thoughtfully, and act ethically as you work with others.

Communication Ethics

Communication teachers, scholars and practitioners are bound by codes of ethics, whether those codes come from the National Communication Association, the Public Relations Society of America, the International Association of Business Communicators, or the Society of Professional Journalists. These codes are based on common values and offer guidelines for determining what is right and wrong. These guidelines apply to students as well. The common themes to help determine what is appropriate include:

• Honesty and openness, except in matters requiring confidentiality.
• Fairness and accuracy, such that we admit personal biases, accept different points of view, and treat others equally and without favoritism.
• Accountability, so that we accept responsibility for our actions.
• Respect and sensitivity for all people, without regard to race, ethnicity, gender, age, religion, cultural beliefs or other differences.
• Legality and social responsibility.
Guide to Graduating

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Follow us on Twitter: http://twitter.com/USCACOMM
and on Facebook: www.Facebook.com/USCACOMM
We believe your experience at USCA will provide a solid foundation for your career success. And while our discipline does not prepare you for one specific job or career, studying communication prepares you to do well in a range of jobs and industries. Virtually all employers place great emphasis on oral and written skills, as well as the more specialized communication abilities of interviewing, persuading, managing conflict, working in teams and providing leadership.

Our graduates have gone on to pursue positions in public relations, sports communication, public service, management, sales, writing, broadcasting, marketing, higher education, and many other areas. Some graduates have gone to graduate school to study speech pathology, law, communication, education, and student personnel services.

Your professional options are vast. We list below some of the diverse careers you might pursue.

- Public Relations: event planning, marketing, audience analysis, publicity
- Media/Broadcasting: reporting, editing, producing, on-air talent, graphic design, magazine writing, photography and videography, community relations
- Marketing/Sales: promotions, real estate, insurance, fund raising, advertising, graphic design
- Business: management, corporate training, customer service, human resources, media relations, advertising
- Social & Human Services: community affairs liaison, volunteer coordinator, tourism, ministry
- Health Care: marketing, training, health education, publications editor, activities planner
- Government/Politics/Law: speech writing, legislative affairs, lobbying, researching, press secretary, campaigner, lawyer
- Education: college recruitment, admissions counseling, alumni relations, program development, student activities, sports information

Please talk with your advisor and the Office of Career Services to help find the right career path for you and help you develop a plan.
Develop Essential Skills

Being a well-informed and competent communicator will serve you well throughout your life in relationships, careers, and the community. Our goal is to help you become that competent communicator.

Communication faculty members are dedicated to helping you learn and achieve your goals. We strive to be innovative instructors and include active and experiential learning approaches to help you grasp, remember, and apply proven theories and principles. You will engage in hands-on learning in small classes where you will receive individual attention as we hold you to high standards.

Training in interpersonal, group, advocacy, and leadership skills will open opportunities for you in a number of exciting ways. Consistently working to be a better writer will prepare you for the demands of the workplace. Gaining exposure to current technology; emerging media; visual, video, and print media; and web communication will help you function well in a changing world. Learning to take a multi-cultural approach to communication will provide you with a strong liberal arts foundation and equip you for today’s global economy.

Upon graduation, Communication majors are expected to be able to

- Demonstrate an understanding of the communication discipline’s areas of study as well as the theories, principles, concepts, and applications associated with our richly diverse curriculum
- Critically analyze and evaluate their own communication and that of others across a variety of situations
- Demonstrate the ability to gather information from credible sources, synthesize that information, and share it with others
- Develop an understanding of the situational, cultural, legal, and ethical aspects of communicative acts
- Use their communication knowledge and skills to:
  - Communicate ideas and information clearly and accurately
  - Communicate persuasively
  - Communicate ethically
- Demonstrate effective interpersonal communication skills, both verbal and nonverbal
- Write to be understood in a clear, correct, and concise manner
- Solve problems and deliberate thoughtfully.
Feel Engaged

College is about more than simply showing up for your classes, and as a Communication major, you will find a wide range of ways to enrich your USCA experience. By taking advantage of the many opportunities available, you can develop and hone your communication skills, enhance your research abilities, improve decision-making skills, empower yourself with problem solving capabilities, network with peers and professionals, and engage in experiences that prepare you well for life after graduation.

**USCA Communication majors have the chance to**

- Work with outstanding faculty members, including nominees for and a recipient of the USCA Teaching Excellence Award.
- Receive helpful academic guidance from caring faculty, including recipients of the USCA Excellence in Advisement Award.
- Obtain one of the academic scholarships available to communication majors.
- Develop your communication and leadership skills through experiential learning.
- Complete internships on and off campus. Typically, internships are unpaid volunteer experiences that help you gain a better understanding of different jobs or careers. You might help operate the camera for a sports event, develop a segment for broadcast on radio or YouTube, or assist with all phases of planning and executing a major event.
- Learn with others who are supportive, helpful and capable. Our students have been recognized for leadership excellence and have won a number of awards, including that of Outstanding USCA Graduating Senior.
- Make a difference in the community by participating in service organizations or classroom-based service-learning with faculty who have earned the University Excellence in Service Award.
- Select the capstone experience that will allow you to explore a potential career and help prepare you for the job market.

*Presenting reports of group activities and leading classroom discussions are part of the communication learning process.*
Gain Experience

We encourage you to get involved in co-curricular activities on campus, and the possibilities are many and diverse. Some options that are especially well suited for communication majors are noted below.

**Pacer Times**, USCA's award-winning student newspaper, lets students with any major learn journalism skills in a hands-on setting. You can be a news reporter or a columnist, do graphic design, plan events, provide photographs, and more. For additional information or to apply for a position on the staff, see Professor Jeff Wallace or e-mail JeffW@usca.edu.

**Broken Ink** is USCA's literary magazine. An award-winning publication, Broken Ink is open to students in all majors and gives students the opportunity to practice creative writing and graphic arts and learn skills pertaining to magazine production. For more information, see Instructor Roy Seeger in H&SS A-8, e-mail RoyS@usca.edu, or call 641-3570.

**International Association of Business Communicators (IABC)** and **Public Relations Student Society of America (PRSSA)**. The student chapter of IABC and PRSSA provides USCA students with opportunities to apply their knowledge of communication by planning networking events and consulting on the Department’s communication strategies. The organization’s events allow members to gain insights from community professionals, develop a professional network, and eventually, make the transition from student to professional. For information, contact Senior Instructor Peggy Elliott in H&SS B10 or email PeggyE@usca.edu.

**The Student Government Association** offers students the chance to run for office and, if elected, serve with other senators to address student concerns and suggest improvements to USCA. Senators represent the schools and colleges, and opportunities also exist for students to serve as Senator in areas like Public Relations, Student Media, Programming, Events, and Community Service. Contact Ahmed Samaha at AhmedS@usca.edu or drop by the Student Life office or the SGA office in the SAC.

**Lambda Pi Eta Honor Society** recognizes students for excellent academic performance and contributions to communication. The Nu Rho chapter of this national communication honor society was established at USC Aiken in 2001. To be invited for membership, students must have earned at least 60 hours and have a GPA of at least a 3.0. In addition, students must have completed at least 12 hours in communication and have earned at least a 3.25 in those classes. For more information about the honor society, see Dr. Charmaine Wilson in HSS 204, B-1 or e-mail her at charw@usca.edu.

Great opportunities also exist for those who apply for and are selected to be:
- **Chancellor Ambassadors** (represent USCA at alumni and donor events),
- **Pacesetters** (welcome and help integrate new students), or
- **Pacer Spirit** members (welcome potential students and families by leading campus tours).
Work With Interesting Faculty

Communication faculty members believe that communication knowledge and skills are empowering, so we are committed to being effective educators, both in and out of the classroom. As such, we commit to:

- Model the principles and skills we teach;
- Integrate teaching, research and service activities for the benefit of students, colleagues, the institution and the community;
- Apply both traditional and experiential learning designs and technologies; and
- Promote a learning environment characterized by “good will, good character, and good sense.”

Professor and Department Chair,
Dr. Charmaine E. Wilson is particularly interested in interpersonal communication within different contexts. Accordingly, she teaches courses in Group, Organizational, Interpersonal, Leadership and Workplace Communication, as well as the introductory course. A great advocate of service-learning, Dr. Wilson often encourages her students to apply their communication skills in real-world settings. Dr. Wilson has received USC Aiken’s University Service Award and is a two-time recipient of both the Excellence in Teaching and Excellence in Advisement Awards. Dr. Wilson earned her Ph.D. in Speech Communication from the University of Washington.

Associate Professor Dr. Bing Han brings her communication expertise to the classroom in several courses, including Intercultural and Interpersonal Communication, Research Methods, and the Introduction to Communication course. Dr. Han’s research examines how culture influences people’s conflict behaviors, moral decision making, and persuasive attempts. Her research is published in highly respected scholarly journals. Interestingly, Dr. Han also holds a degree in linguistics. The mother of two, Dr. Han was awarded her Ph.D. in Communication from the University of Maryland.

Associate Professor Dr. Jason Munsell joined the Communication Department after spending 14 years as a Professor of Communication Studies at Columbia College. An award winning teacher, Dr. Munsell teaches a large array of classes, including public advocacy, computer mediated communication, persuasion, presidential rhetoric, rhetoric of tourism, research methods, and media and politics. Dr. Munsell has held several offices in both the Carolinas Communication Association and the Southern States Communication Association, and has worked closely with the Lambda Pi Eta national communication honor society. His research interests include the scholarship of teaching and learning, public memory and tourism, and performance studies.

Assistant Professor Dr. Ben Triana joined the faculty in 2015 from the University of Kentucky School of Journalism and Telecommunication. His background as a public school educator in writing, coupled with his research in marketing communication, gives him a broad range of skills and knowledge to bring to our classrooms. He teaches courses related to sports communication, integrated marketing, video games, and the media’s influence on culture. A helpful advisor, Dr. Triana is often sought out for guidance on graduate school. Dr. Triana is the father of two small children.
Senior Instructor Peggy Elliott has both journalism and public relations in her blood. She was a reporter and editor with the Florida Times-Union and owned a public relations/marketing company, O’Neal Communication, for 15 years before coming to USCA. She teaches courses in public relations, advertising, visual communication, writing, video journalism, and law and ethics. She is faculty adviser to the campus chapter of the International Association of Business Communicators and Public Relations Student Society of America. A classical pianist, she is a Rotary Foundation Journalism Award recipient who did post-graduate studies in Sydney, Australia. She earned a Bachelor of Science and Master of Arts in Journalism.

“Instructor Terri Humphrey, center, leads classroom conversations on persuasion.”

“Instructor Elizabeth Webb joined the Communication faculty in August 2012. She teaches Public Speaking, Interpersonal Communication, Health Communication and the Gender, Culture and Communication course. Ms. Webb has professional experience in health communication, including stints as Visiting Research Associate at the Kinsey Institute and Research Assistant at the Rural Center for AIDS Prevention. A runner and yoga enthusiast, she works to encourage students to engage in healthy and safe behaviors. Ms. Webb holds an M.A. degree in Mass Communication from the University of Kentucky, where she is finishing her Ph.D. studies in intercultural and health communication.

“Adjunct Instructor Teresa Humphrey has been an integral contributor to the Communication Department for a number of years. She teaches courses in public speaking, interpersonal communication, and persuasion. She is an avid tennis player and supporter of USCA athletics. She received her M.A. in Speech Communication from San Diego State University.

Adjunct Instructor Jeffrey Wallace is the former Editor of the Aiken Standard. Professor Wallace has been teaching editing and writing classes to our students since before his retirement. He is an alumnus of USCA, having completed his first two years of college here before finishing his Bachelor of Arts degree at the Columbia campus. Professor Wallace’s experience and knowledge are an invaluable resource for the department. Professor Wallace is the faculty advisor to the Pacer Times, USCA’s award-winning newspaper.

Adjunct Instructor Barbara Laura brings us a wealth of experience teaching public speaking. Her passion for effective speaking helps ensure that her students learn and excel. Ms. Laura earned a Master of Arts degree at New York University.

Adjunct Instructor Maddie Blair teaches interpersonal communication and courses related to her work as a public relations professional for a major employer in Aiken County. Ms. Blair earned her Master’s degree at Clemson University.

Adjunct Instructor Jakob Gollon teaches our courses in leadership and organizational communication. Mr. Gollon was a student athlete and most recently was an assistant coach for USC Aiken’s men’s basketball. He brings his motivating style and excellent public speaking skills to the classroom. He earned both his B.A. and M.Ed. at Mercer University, where he studied communication and leadership.
Know the Expectations

Communication students are encouraged to work together, study together and give one another feedback. This fosters the ability to work in teams and give constructive criticism to others.

Remember,
All Behavior Communicates.

Set yourself up to succeed by adopting good habits and engaging in preferred behaviors

- **Be present.** Arrive on time and remain in class for the entire period.
- **Be prepared.** Read each assignment prior to coming to class. Take notes and bring your questions.
- **Be attentive.** Put away any electronic devices that might distract you, your classmates, or your instructor.
- **Be responsible.** Meet deadlines, follow policies, attend to assignment guidelines.

- **Be respectful.** Many courses involve discussion and some of the topics will be controversial. Remember to express your ideas respectfully and to listen with an open mind to the ideas of others.
- **Be professional.** The way you dress and behave in class is important. By dressing and behaving professionally, you are practicing image management skills that will be valuable after graduation.

Communication Department faculty members have high expectations – and are ready to support you in achieving your full potential. Each faculty member will design policies for specific courses, depending on the purpose of that course. So, for example, attendance policies may vary from course to course. Pay attention to the policies and expectations of each course. Carefully read the syllabus for each of your courses.
Partner with your Academic Advisor

Your academic advisor is one of your most important resources on campus. Your advisor can help you define your goals and support you in your efforts to meet those goals. Advisors can help with problem solving, decision making, and staying on track as you pursue your degree. Advisors are also able to connect you to the many resources offered at USCA. You and your advisor are a team, which means you must plan for meetings, be open and honest, and ask questions. Ultimately, you are responsible for your own success. Your advisor will support you in your journey.

**To ensure the effectiveness of the student-advisor relationship, you will want to:**

- Visit regularly with your advisor.
- Tell your advisor your hopes, your dreams, and your vision for the future.
- Explore internships, careers, graduate studies, and opportunities for personal and professional development.
- Let your advisor know if you are working while going to school, have family obligations, or might otherwise be pulled in multiple directions.
- Talk with your advisor if you are concerned about your studies or class performance.
- Ask questions about your academic progress.
- Seek help if you think you might need it to meet your academic and social goals.
- Consult your advisor before adding or dropping a class.

USCA policy requires that you see your advisor before you can register, so here are suggestions for making your advisement time effective:

- Make an appointment for advisement. Most advisors post an appointment sheet on their office doors. Please keep your appointment or contact your advisor in advance to rearrange times.
- Review this Guide and your advisement sheet prior to the meeting. You may also want to consult the USCA Bulletin in effect the year you enrolled at USCA.

Instructor Elizabeth Webb discusses how behaviors communicate.

- Consult the online course schedule and prepare a list of courses you might want to take for the upcoming semester. Work on drafting possible schedules.
- Come to the appointment prepared. Bring the list, your draft schedules, this Guide and any questions you may have.
- Your academic advisor will help ensure you are making headway toward earning your degree.

If your advisor is not available, you may see the department chair for guidance. If you would like a different advisor, visit the Academic Success Center in the Penland Building to request a change.

Remember that your advisor is here to support you. You don't have to wait until the official advisement and registration times to talk to your advisor. Faculty post office hours, and you can contact your advisor for an appointment if you can't visit during office hours.
Understand the Degree Requirements

The Bachelor of Arts (B.A.) degree in Communication is designed to be flexible enough to provide the student with the necessary background to pursue professions in the diverse areas discussed earlier, or graduate studies (including journalism, speech communication, and law).

All USCA students must complete a set of General Education requirements. Gen Ed classes help ensure that students develop skills, explore difference subjects, and reflect on alternative perspectives.

Communication majors are required to take nine core courses (27 hours). Eight of these courses provide a strong foundation in communication theory, principles and applications. The ninth course is the Capstone experience, a senior level class that involves gaining hands-on experience by working or volunteering in the community.

In addition to the core, students pursue their own interests and specialize in an area of the discipline by taking five additional communication courses (15 credit hours).

Communication majors also must choose a minor or cognate, plus they have a small number of elective hours to study topics of their choice. See the Communication web page and the USCA Bulletin for more detailed information, including course descriptions.

Requirements of All USC Aiken Graduates

General Education Requirements (50 - 53 hours)

ICE credits (two per semester up to 16)

Writing Intensive (WI) courses
  • Three, depending on transfer hours.
  • One WI course must be in the major.

Writing Proficiency Portfolio (WPP)
  • Submitted between 60 and 90 hours
  • Must be passed to certify effective writing skills.
  • Students who do not pass the WPP must pass ENGL 201.

Students must earn at least 120 credit hours.

Core Communication Requirements

COMM 190 Introduction to Communication
COMM 241 Public Speaking
COMM 320 Research Methods in Communication
COMM 352 Media and Culture
COMM 376 Visual Communication I
COMM 385 Group Communication
COMM 450 Intercultural Communication
COMM 332 Writing Across the Media

Capstone - Select one of the following:
COMM 497 Directed Capstone Internship
COMM 499 Service Learning Capstone Experience

Supporting Communication Courses

Five (5) additional Communication courses, level COMM 300 and above.

Minor or Cognate

Minor – a second field of study. Requirements are established by the academic department offering the minor. Usually 18 hours and courses must be passed with a “C” or better.

Cognate – a secondary area of study that supports the major. Courses may come from different disciplines, and be 300 and 400 level. The Advisor must approve the cognate courses (usually 12 hours) and courses must be passed with a “C” or better.
Use the Supporting Communication Courses

Here are examples of how you might combine your supporting courses with your minor or cognate and your capstone. Note: you will find more information on the Capstone in the FAQ section.

Public Relations
1. Take COMM 303 Law and Ethics, COMM 328 Public Relations, COMM 335 Media Writing II, COMM 345 Integrated Marketing Communication, COMM 436 Public Relations Writing.
3. Learn more about PR, fundraising, event planning, writing and speaking by completing your capstone at the USCA Office of University Advancement, Aiken Electric Cooperative, the United Way of Aiken County, or another of our many partners.

Social Services
1. Take COMM 345 Workplace Communication; COMM 455 Gender, Communication and Culture; COMM 477 Fundraising and Volunteer Leadership; COMM 485 Leadership; COMM 480 Organizational Communication.
2. Minor or cognate in Business, Sociology, Criminal Justice or Psychology.
3. Complete the service-learning capstone at one of the many nonprofit agencies in the area, including Helping Hands, the Cumbee Center to Assist Abused Persons, the Salvation Army Boys and Girls Club. You might even intern at the Aiken Department of Public Safety.

Sports Communication/Journalism/ Broadcast Writing
1. Take COMM 303 Law and Ethics, COMM 305 Editing, COMM 335 Media Writing II, COMM 436 Public Relations Writing, and COMM 478 Multimedia Journalism.
2. Minor in Professional Writing or Studio Arts.
3. Work with the USCA Athletic Department’s Sports Information Office, the Aiken Standard, or a local television station.

Marketing/Sales
1. Take COMM 325 Principles of Advertising, COMM 328 Public Relations, COMM 351 Persuasion, COMM 353 Advanced Public Speaking, COMM 485 Leadership, COMM 480 Organizational Communication or COMM 345 Workplace Communication.
2. Minor or cognate in Business, Studio Arts, Sociology.
3. Complete your internship with an insurance agency, the City of Aiken Office of Tourism, Aiken Downtown Development Association, or Global Spectrum.

Government/Politics/Pre-Law
2. Minor or cognate in Political Science or English.
3. You might intern with a politician who is running for office, a law office, or the City of Aiken.

The options, as we’ve noted before, are vast. Work with your Academic Advisor, Career Services and the faculty member who supervises the capstone to make choices that will work well for you both personally and professionally.

A sample four-year curriculum plan is shown on the page 12. Note, though, that not all courses are offered every semester. Tentative guidelines for course offerings are outlined on page 13.

Inside the back cover of this Guide, you will find a Communication Major Advisement Sheet that you and your advisor will use to help you select appropriate classes and keep track of your progress toward accomplishing your goals and earning your degree.
The sequence of courses below may not fit every student and is presented as an example only. The most important thing is to stay in touch with your advisor to maintain awareness of your graduation requirements.

### SAMPLE COMMUNICATION FOUR-YEAR PLAN (Full-Time)

#### Freshman Year

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
</tr>
</thead>
<tbody>
<tr>
<td>• ENGL A101</td>
<td>• COMM A190</td>
</tr>
<tr>
<td>• Critical Inquiry</td>
<td>• ENGL A102</td>
</tr>
<tr>
<td>• MATH A104</td>
<td>• HIST A101/A102</td>
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<tr>
<td>• PHIL A101</td>
<td>• CHEM A105</td>
</tr>
<tr>
<td>• SOCY A101</td>
<td>• MUSC A173</td>
</tr>
<tr>
<td>• GEOL A201</td>
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**Submit Writing Proficiency Portfolio**

#### Sophomore Year

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<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
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</thead>
<tbody>
<tr>
<td>• COMM A241</td>
<td>• COMM A201</td>
</tr>
<tr>
<td>• ANTH A101</td>
<td>• COMM 352</td>
</tr>
<tr>
<td>• HIST A201/A202</td>
<td>• Foreign Language</td>
</tr>
<tr>
<td>• MATH A108</td>
<td>• Elective</td>
</tr>
<tr>
<td>• COMM (Your Choice)</td>
<td>• Minor Course</td>
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</table>

#### Junior Year

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
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<tbody>
<tr>
<td>• COMM A332</td>
<td>• COMM A450</td>
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<tr>
<td>• COMM A385</td>
<td>• Minor Course</td>
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<tr>
<td>• COMM A376</td>
<td>• Minor Course</td>
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<tr>
<td>• Minor Course</td>
<td>• COMM Choice</td>
</tr>
<tr>
<td>• COMM Your Choice</td>
<td>• Elective</td>
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<td></td>
<td>• EXSC 1 hour</td>
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#### Senior Year

<table>
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<tr>
<th>Semester I</th>
<th>Semester II</th>
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</thead>
<tbody>
<tr>
<td>• COMM (Your Choice)</td>
<td>• COMM A320</td>
</tr>
<tr>
<td>• COMM (Your Choice)</td>
<td>• Minor Course</td>
</tr>
<tr>
<td>• Minor Course</td>
<td>• COMM Capstone</td>
</tr>
<tr>
<td>• ARTH A398</td>
<td>• Elective</td>
</tr>
<tr>
<td>• COMM (Your Choice)</td>
<td>• Minor Course</td>
</tr>
</tbody>
</table>
Communication majors complete a Capstone experience as part of their degree. Some work in media, politics, business, or other pre-professional experiences. Other students work with area non-profit agencies, using their communication expertise to help others.
Frequently Asked Questions

How can I be sure I am taking my classes in the right order?

First, two general rules: (1) Pay attention to course numbers and plan to take 100 and 200 level courses before 300 and 400 level courses, and (2) please note and adhere to course prerequisites. These are noted in course descriptions, which you can find in the USCA Bulletin. In addition, take at least one class every semester that really interests you. That will help you stay motivated.

In your first year:

Freshmen must take AFCI 101 Critical Inquiry during their first semester. You will also want to sign up for COMM 190 Introduction to Communication. Consider taking AFYS 101 First-Year Seminar. This elective course helps new students succeed in college by helping them develop good study habits, improve note-taking skills, learn how to work with professors, gain strategies for improving test taking skills, and overcome test anxiety.

Take your English composition classes (ENGL 101 and 102). These courses develop your writing skills and help you do well on papers and exams in other classes. Passing ENGL 101 and 102 with a C or higher is a prerequisite for some communication courses because you need solid writing skills to succeed in communication.

Take your math classes sooner rather than later, before you have time to forget what you learned in high school. If you want to continue your second language from high school, take those classes right away also.

Take classes to complete your General Education requirements and to help you select a secondary area of study.

After the first year:

Take COMM 201 Interpersonal Communication and COMM 241 Public Speaking during your sophomore year.
Continue taking courses to complete your General Education requirements and explore options for the minor/cognate. Once you have selected your secondary area of study, include courses to complete the minor/cognate each semester.

Be sure you are attending ICE events on a regular basis.

Once you have completed 60 credits, submit your Junior Writing Proficiency Portfolio (WPP). You must successfully pass this requirement before you can take your Capstone. ENGL 201 with a grade of C or better also meets this requirement, but uses up three elective hours, so you might prefer to submit the WPP.

How do I know what is offered each semester?

Not all courses are offered every semester. The “rotation” of courses can be found on page 13 or the Department’s website, and it can help you plan when to take your major classes. This rotation is a plan, not a guarantee, so do not leave too many required courses for the last semester. Be sure to discuss with your advisor when courses are offered.

What math should I take?

First, entering students should take the on-line math placement test and give it your best so you have the most options. You may choose from several math, statistics or logic classes, including the following (be sure you check the prerequisites):

1. STAT 201 Statistics. This is a recommended class for students interested in media, public relations, political campaigns and other communication careers.
2. MATH 102, 103 and/or MATH 104. These classes, which focus on math for practical purposes, emphasize contemporary mathematical thinking.
3. MATH 108. Designed to help you learn to think logically, this is the standard college algebra class. It is a prerequisite for more advanced math classes.
4. PHIL 110 Logic. This class studies deductive reasoning.

My friends have to take a non-Western world studies course. Do I?

Yes. However, Communication majors meet the non-Western requirement when by taking COMM 450 Intercultural Communication, one of the core requirement for majors.

Do I have to take Writing Intensive (WI) courses?

All incoming USC Aiken first-year students who are meeting the requirements of the 2011-2012 Bulletin (or later) must take three courses designated as Writing Intensive, including one in their major. The number of WI courses for transfer students depends on the number of credit hours transferred. The Department of Communication offers a number of Writing Intensive courses.

How do I choose a minor, and what minors are popular? And how is a minor different from a cognate?

You should select a minor that interests you. Your minor does not have to connect with the major. Communication students might minor in professional writing, creative writing, English literature, business, studio art, political science, psychology, sociology, or any other approved subject. You probably don’t have to declare your minor to your advisor until late in your sophomore year, but think about it and explore options before then. Be sure to talk to professors in the discipline and find out about course rotations and any special requirements for the minor. The USCA Bulletin lists subjects in which you can minor and explains the requirements.

Although we recommend a minor, you may choose a cognate instead of a minor to meet this requirement. The cognate is a secondary area of study that consists of four interrelated courses at or above the 300 level. They may or may not be in the same discipline, but must be approved by your advisor.
I see that Communication majors do a “Capstone.” What is a Capstone and what are my choices?

The Capstone should bring together all that you have learned in the communication classes you have taken. It helps you to evaluate, integrate and demonstrate what you have learned. Completed in the senior year, students make the arrangements for their Capstone experience with approval and guidance from their Capstone instructor and the Office of Career Services. Talk with your advisor and the Capstone instructor before you contact an organization.

USCA Communication majors have two options for the Capstone experience. One is the directed internship (COMM 497), where you apply the knowledge and skills you’ve obtained to a position in newspaper writing, broadcasting (radio or TV), public relations, graphic design, human resources, magazine writing, advertising, or another communication field.

You will work with the Capstone instructor and a professional who has education and/or work experience in the chosen area. You should both deepen and expand your understanding of the discipline in this practical experience. Students have completed recent internships at local TV and radio stations, Global Spectrum, the Augusta Riverhawks, Aiken Electric Cooperative, the Aiken Standard, and many other organizations.

The second option is the service learning experience (COMM 499), which involves applying your knowledge and skills in a non-profit, charitable organization. During your experience, you should find yourself integrating theory with practice, gaining a greater understanding of communication principles, and making a difference in the community. Students have completed service-learning capstones at many agencies, including the American Red Cross, Sunshine House, Helping Hands, ACTS, The First Tee of Aiken, The Ronald McDonald House, and the Aiken Area Council on Aging.

With either option, the Capstone instructor will require additional written and oral assignments.

To enroll in a Capstone experience, you must have completed 90 hours of coursework, including at least 18 hours in communication. You must have at least a 2.0 GPA, have successfully completed the Junior Writing Proficiency Portfolio, and completed several communication course prerequisites with a C or better. For more information, contact your academic advisor.

What is the online exit survey?

All Communication majors complete an on-line Exit Survey before they graduate. We use this to help judge how effective your education here has been.

Does the Communication Department have scholarships for majors?

Yes. Several academic scholarships are offered exclusively for students seeking the Communication degree. No applications are required. In general, scholarships are awarded to students who maintain high GPAs and excel in the specific area each scholarship was created to recognize. All scholarships may not be awarded every year.

Want to receive a scholarship?

Read more on the following page about scholarships, generally awarded to juniors and seniors. Speak with your advisor about meeting the requirements. Most scholarship recipients have earned good grades and have been involved in student media and other organizations on campus.
The Aiken Standard Scholarship is awarded to a student interested in journalistic writing.

The Sam Cothran Scholarship recipient must be at least a junior at USCA with a minimum 2.5 GPA, and desire a career in news/print journalism or any aspect of the newspaper industry.

The Ernestine B. Law Journalism Scholarship is awarded to a continuing student with a GPA of 2.75 or greater who is interested in journalism.

The Kay Lawrence Memorial Scholarship is for a USCA communication major who is at least a rising sophomore with a 2.5 GPA or higher. The recipient must be interested in news writing, and the scholarship is meant to encourage well-written, objective, honest, unbiased, and fair news articles, features, and editorials that are concise, easily read and express clear points of view.

The Speech Communication Scholarship is for a student majoring in communication and was created to honor Distinguished Professor Emerita Dr. Sandra Hochel. Preference is given to students who enrich the classroom climate and support the learning of his or her peers.

The T.J. Voss/Charmaine E. Wilson Scholarship is for a Communication major who holds at least a 2.8 GPA.

The Chris Whitlaw Memorial Scholarship is for a full-time student majoring in Communication at USCA. The recipient shall have at least a cumulative 2.5 GPA.

The Deidre Martin Leadership Scholarship is awarded to a communication major who has a strong record of leadership and student involvement.

The Charmaine E. Wilson Scholarship is funded by a Communication alumna to honor Dr. Wilson. The recipient must be a Communication major.

I expect I will give lots of speeches. How can I get an A?

Communication faculty members grade speeches based on criteria developed by the National Communication Association. The criteria are presented below.

The average speech (grade C) should meet the following criteria:

- Conform to the kind of speech assigned, and the time limit.
- Be ready for presentation on the assigned date.
- Be original.
- Fulfill any special requirements of the assignment, such as preparing outlined speaking notes, using visual aids, citing the specified number of sources, etc.
- Have a clear and appropriate specific purpose and thematic statement.
- Have an identifiable introduction, body and conclusion.
- Have accurate facts, figures, testimony, examples and/or narratives to support the main ideas.
- Show reasonable directness and competence in delivery.
- Be free of serious errors in grammar, pronunciation, and word usage.
- Be presented extemporaneously.

The above average speech (grade B) should meet the preceding criteria and also:

- Deal with a challenging and substantive topic and adapt it to the audience.
- Fulfill all major functions of a speech introduction & conclusion.
- Have clear, appropriate, and purposeful main points.
- Support main points with evidence that is accurate, relevant and sufficient.
- Reflect a greater depth of research.
- Effectively integrate multiple sources, clearly identifying the sources of information.
- Display clear and appropriate organization of main points & support material.
- Make effective use of transitions, previews and summaries.
- Be delivered extemporaneously and so as not to take attention away from the speaker’s message.
- Be presented in a good oral style.

The superior speech (grade A) should meet all the preceding criteria and also:

- Demonstrate imagination and creativity in topic selection and development.
- Genuinely enhance the knowledge or beliefs of the audience.
- Be effectively and consistently adapted to the audience in terms of information and supporting material.
- Sustain positive interest and/or feelings of identification with the audience.
- Contain elements of vividness and special interest in the use of language.
- Be delivered extemporaneously and with polish and impact, such that nonverbal behaviors effectively support the verbal message.
Graduates have accepted positions throughout the region and beyond in management, public relations, sales, sports journalism, modeling, writing, customer service, and equine careers.

Alumni move into diverse careers. A few are listed here.

Fateish Graham ’15  
Account Specialist  
Enterprise Rent-A-Car  
Columbia, SC

Melissa Hanna ’00  
Marketing & Communications Manager  
CB&I AREVA MOX Services, LLC  
North Augusta, SC

Brooke Cubbage Myers ’07  
Master’s in Speech Pathology, USC  
Speech and Language Pathologist  
Aiken County Schools  
Aiken, SC

Israal Butler ’11  
M.Ed. Learning and Technology  
Audio-Video Technology & Film Teacher  
T.W. Josey Comprehensive High School  
Augusta, GA

Tammy Davis ‘04  
Master of Public Administration (M.P.A.)  
Director of Community Investment  
United Way of Aiken County  
Aiken, SC

Cameron Conover ‘04  
Master’s in Higher Ed. Administration  
Men’s Basketball Coach  
SUNY Plattsburg

Amy Myers ’06  
Process and Project Manager  
ADP  
Augusta, GA

Antonieta Reyes ’06  
(Outstanding Senior Graduate)  
Multicultural Marketing Communicator, Ph.D. candidate  
Tallahassee, FL

Lauren Gardner Cowart ’09  
Production Manager  
Wier / Stewart Advertising Agency  
Augusta, GA

Eric Russell ’12  
Sports Editor  
The Aiken Standard  
Aiken, SC

Katherine Brennecke ‘94  
Managing Director  
Mathews Group Strategic Communications  
Former Executive Editor at CNN  
Atlanta, GA

Valerie Antaki ’07  
Senior Account Manager  
Hardman Communications  
Sydney, Australia
Communication alumni Nicholas Stroman (left), Kaydee Arthur and Brook Keisler served as Chancellor’s Ambassadors during their senior year, which included a chance to meet University of South Carolina President Dr. Harris Pastides.

Monica Williams ’09  
Training and Development Specialist  
CB&I AREVA MOX Services  
Augusta, GA

Jacob Moorhead ’10  
Regional Manager  
100X Marketing Group/RAM Rodeo  
Augusta, GA

Travis Broome ’12  
Program Analyst  
eviCore healthcare  
Bluffton, SC

Darius Adams ’12  
Formerly a Community Health Development Agent  
In the Peace Corps

Michael Kucharski ’13  
Causal and Issue Analyst  
Savannah River Remediation  
Aiken, SC

Misty Kelly Sharpe ’09  
MSN, Medical College of Georgia  
RN Case Manager  
Vanderbilt University Med Center  
Nashville, TN

Whitney Price Moore and Megan Elliott share a laugh at an alumni gathering. Whitney holds an Education Specialist degree and is School Counselor at Chapin High School. Megan is Marketing Coordinator at Aiken Senior Life Services.
Credo for
Free and Responsible Communication
in a Democratic Society

(adopted by the Speech Association of America, 1963)

Recognizing the essential place of free and responsible communication in a democratic society, and recognizing the distinction between the freedoms our legal system should respect and the responsibilities our educational system should cultivate, we members of the Speech Association of America endorse the following statement of principles:

WE BELIEVE that freedom of speech and assembly must hold a central position among Americans constitutional principles, and we express our determined support for the right of peaceful expression by any communicative means available.

WE SUPPORT the proposition that a free society can absorb with equanimity speech which exceeds the boundaries of generally accepted beliefs and mores; that much good and little harm can ensue if we err on the side of freedom, whereas much harm and little good may follow if we err on the side of suppression.

WE CRITICIZE as misguided those who believe that the justice of their cause confers license to interfere physically and coercively with speech of others, and we condemn intimidation, whether by powerful majorities or strident minorities, which attempts to restrict free expression.

WE ACCEPT the responsibility of cultivating by precepts and example, in our classrooms and in our communities, enlightened uses of communication; of developing in our students a respect for precision and accuracy in communication, and for reasoning based upon evidence and a judicious discrimination among values.

WE ENCOURAGE our students to accept the role of well-informed and articulate citizens, to defend the communication rights of those with whom they may disagree, and to expose abuses of the communication process.

WE DEDICATE ourselves fully to these principles, confident in the belief that reason will ultimately prevail in a free marketplace of ideas.
USC Aiken Department of Communication
USCAComm on Twitter and Facebook

Bachelor of Arts in Communication, 2017-2018 Bulletin

Name ___________________________ Advisor ___________________________ Transfer? Y  N From ___________________________
VIP ID # ___________________________ Rec’d Guide ______  Math Placement _________ Lang Placement__________

I. General Education Requirements (50-53 hrs)
A: Knowledge of Cultures & Phys/Nat’l World 31-34 hrs
1. Natural Sciences, 1 lab 7-8 hrs
   (ASTR, BIOL, CHEM, GEOL, PHYS)
   Course ______ Sem ______ Crds __ Grade __
   Course ______ Sem ______ Crds __ Grade __
2. History of Civilization (HIST 101 or 102) 3 hrs
   Course ______ Sem ______ Crds __ Grade __
3. Social & Behavioral Science (2 areas) 6 hrs
   (PSYC, SOCY, ANTH, ECON, POLI SCI, GEOG)
   Course ______ Sem ______ Crds __ Grade __
   Course ______ Sem ______ Crds __ Grade __
4. Languages (two sem's of same language) 6-8 hrs
   Course ______ Sem ______ Crds __ Grade __
   Course ______ Sem ______ Crds __ Grade __
5. Humanities (at least 2 areas) 9 hrs
   (HIST, ART Hx, ENGL Lit, HSSI, RELG, PHIL (not logic),
    MUSC Hx, THEA Hx, certain Lang Courses,
    COMM ending in 50s or 60s; see Bulletin for list)
   Course ______ Sem ______ Crds __ Grade __
   Course ______ Sem ______ Crds __ Grade __

B: Intellectual and Practical Skills 15-16 hrs
1. Critical Inquiry (Req’d for first semester Freshmen) 0-1 hr
   AFCI 101  Sem ______ Crds ___ Grade ___
2. Basic Writing 1 6 hrs
   ENGL 101  Sem ______ Crds ___ Grade ___
   ENGL 102  Sem ______ Crds ___ Grade ___
3. Oral Communication 3 3 hrs
   COMM 201  Sem ______ Crds ___ Grade ___
4. Math/Stat/Logic 6 hrs
   Course ______ Sem ______ Crds ___ Grade ___
   Course ______ Sem ______ Crds ___ Grade ___
5. Writing Proficiency Portfolio/ENGL 201 (Capstone pre-req)
   Satisfied on ______ with score/grade of ______
6. Writing Intensive (need 3—at least one within major)
   (1) Course ______ Sem ___
   (2) Course ______ Sem ___
   (3) Course ______ Sem ___

C: Personal and Social Responsibility 3 hrs
1. American Pol’l Instit’ns (POLI 201, HIST 201 or 202)
   Course ______ Sem ______ Crds ___ Grade ___
2. Inter-curricular Enrichment Program (ICE) NA
   (Two approved events per semester enrolled)
   ______ ______ ______ ______ ______ ______ ______

Notes: ___________________________

II. Major Requirements 1 42 hrs
A. Core Courses 27 hrs
   190: Intro to Comm  Sem ___ Crds ___ Grade ___
   241: Public Speaking  Sem ___ Crds ___ Grade ___
   320: Methods  Sem ___ Crds ___ Grade ___
   332: Media Writing I  Sem ___ Crds ___ Grade ___
   352: Media/Culture  Sem ___ Crds ___ Grade ___
   376: Vis Comm  Sem ___ Crds ___ Grade ___
   385: Group Comm  Sem ___ Crds ___ Grade ___
   450: Intercultural3  Sem ___ Crds ___ Grade ___
   Capstone _____  Sem ___ Crds ___ Grade ___

B. Five Additional COMM Courses 300+ 15 hrs
   COMM _____  Sem ___ Crds ___ Grade ___
   COMM _____  Sem ___ Crds ___ Grade ___
   COMM _____  Sem ___ Crds ___ Grade ___
   COMM _____  Sem ___ Crds ___ Grade ___
   COMM _____  Sem ___ Crds ___ Grade ___

III. Minor (18)1 or Cognate (12)1&2 18 or 12 hrs
If minor, discipline: ___________________________
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___

IV. Electives 7-18 hrs
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___

Courses that will not count toward the degree
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___
   Course ______ Sem ___ Crds ___ Grade ___

Minimum credits required to graduate = 120