

**B.A. COMMUNICATION STUDIES
SEQUENCE IN PUBLIC COMMUNICATION**



**DOROTHY F. SCHMIDT COLLEGE OF ARTS & LETTERS
DEPARTMENT OF COMMUNICATION**

ACADEMIC LEARNING COMPACT

All students in the Public Communications sequence are required to complete SPC 4371¹ (Communication, Democracy, & Civic Engagement), a capstone course with a standard syllabus designed to synthesize theoretical, critical, and performance/applied strands from previous course work in the major into a contextualized examination of public communication in a democratic culture, culminating in application through civic engagement. This capstone course integrates knowledge and skills students have acquired by completing SPC 1340 (Discovering Human Communication and Rhetoric), SPC 3233 (Classical Rhetoric), SPC 3235 (Contemporary Rhetoric), SPC 4633 (Rhetoric of Social Protest), and SPC 4680 (Rhetorical Criticism).

CONTENT KNOWLEDGE (Declarative Knowledge): Students will use concepts in rhetorical theory and communication as a framework for examining relationships between discourse and democracy.

COMMUNICATION (Oral Communication, Written Communication, Team/Collaborative Communication) and

CRITICAL THINKING (Analytical Skills, Practical Skills): Students in the Public Communication will demonstrate skills in effective citizenship that include “a well-developed capacity for effective communication, including moral and political discourse; skills in political participation; the capacity to work effectively with people, including those who are very different from oneself; and the ability to organize other people for action” (Colby, 2003).

Students in SPC 4371 will be assigned to work with a non profit organization either on campus or in the surrounding community that has a message it wishes to communicate clearly to an audience. Students will interview the leaders of the organization to determine what the message is and who the intended audience is. Then students will develop a service learning project that is appropriate to the needs of the organization. Students will research examples of the successful implementation of similar projects. The project plan must be approved by the instructor. To insure that the project is informed by appropriate communication theory and research, the instructor will assign short papers, quizzes and group reports designed to evaluate students understanding of the required reading and class discussions used in the development

¹ Communication, Democracy, and Civic Engagement will be taught as a Special Topics (SPC 4930) course until the State of Florida approves its final course number; SPC 4371 is the proposed course number sent to the State.

and implementation of their service learning project. Students will also submit oral and written progress reports and reflective writing assignments crafted as part of their project, connecting conceptual materials to their service learning experience. This material will be gathered in a final report that will be graded by the instructor.

CONTENT KNOWLEDGE (Technical Skills): Students will demonstrate skills in facilitating discussion on scholarly readings in the discipline.

Student groups in SPC 4371 will facilitate classroom discussion of scholarly readings that: (1) elicits discussion describing the main concepts, arguments, and supporting evidence in the readings, (2) elicits discussion on how the reading relate to other class readings or discussions, (3) elicits discussion on how concepts in the readings may relate to real world practices, especially to the class service-learning project, and (4) elicits discussion evaluating the readings. Each group will submit an outline of a group discussion facilitation plan, a clear description of the group's division of labor, and a bibliography of works consulted.

Approved 3-24-2006

COMPLETE DEGREE REQUIREMENTS APPEAR IN FAU'S UNIVERSITY CATALOG