COMMUNICATIONS (COMM)

COMM-101  Rhetoric & Writing I  4 Credits
Prerequisites: None
Terms Offered: Summer, Fall, Winter, Spring
This course prepares novice students to succeed at Kettering by introducing them to the expectations of college-level and professional communication. The primary goal of this course is for students to develop transferable knowledge of rhetorical composing practices. To achieve this goal, the course focuses on helping students acquire strategies for reading and writing critically, composing across genres and media, choosing appropriate research methodologies, and engaging in informed reflective practice. Assignments will focus on familiarizing students with rhetorical concepts such as genre, audience, purpose, occasion, and persuasive appeals, and asking them to apply these concepts through analyzing or composing for a variety of rhetorical situations.
Lecture: 4, Lab 0, Other 0

COMM-201  Rhetoric & Writing II  4 Credits
Prerequisites: COMM-101
Terms Offered: Summer, Fall, Winter, Spring
This course builds on the concepts and skills gained in Rhetoric & Writing I (COMM 101) by engaging students in the practice of comparative rhetoric. Comparative rhetoric examines the ways rhetorical expectations and practices develop and differ across specific times, places, and communities. Rather than employing a single set of skills to be applied in every situation, the practitioner of comparative rhetoric seeks to adapt core skills for individual audiences, genres, and contexts. Through this approach, students are prepared to think in more sophisticated ways about the different audiences (professional, technical, academic, and public) and situations they encounter, and to produce more nuanced communication for these audiences and situations. Students will perform advanced writing and speaking tasks across rhetorical situations, with particular emphasis on how the requirements of different audiences or genres shape communication. Sections are organized around particular themes, which may be driven by topic (i.e. environmental studies, community engagement, etc.) or discourse community (i.e. entrepreneurs, engineers, scientists, etc.).
Lecture: 4, Lab 0, Other 0

COMM-311  Rhetorical Principles of Persuasion  4 Credits
Prerequisites: (HUMAN-201 and SSCI-201) or LS-201
Terms Offered: As needed
Theories of persuasion, techniques of argumentation, and the analysis of persuasive texts are covered. Topics include political speeches and campaign messages, rhetorical interpretation of advertising and business communication, and persuasive elements of popular culture. Verbal and visual elements of persuasion will be addressed. Students will apply these concepts by written analyses of persuasive texts and by composing and delivering persuasive speeches.
Lecture: 4, Lab 0, Other 0

COMM-313  Rhetorical Principles of Public Speaking  4 Credits
Prerequisites: (HUMAN-201 and SSCI-201) or LS-201
Minimum Class Standing: Sophomore
Terms Offered: As needed
Understanding the processes and contexts of public speaking, including audience adaptation, principles of clear organization, development of ideas, and techniques of effective persuasive and informative speaking. Although the focus of the course is on analysis of great speeches throughout history, the course provides an opportunity for students to practice speaking about topics of current interests.
Lecture: 4, Lab 0, Other 0

COMM-340  Food Science, Ethics, and the Environment  4 Credits
Prerequisites: COMM-101 and COMM-201 and LS-201
Terms Offered: Winter, Spring
This course prepares students to perform advanced writing, reading, and critical thinking tasks in the area of science rhetoric and writing, with a focus on food science, ethics, and the environment. Student will build on rhetorical concepts and skills gained in Rhetoric and Writing I and II, and ethics-based critical thinking skills taught in Sophomore Seminar. Assignments will investigate the role of science rhetoric and writing in society, with a focus on understanding how and why different genres are able to successfully persuade different audiences in different situations. There will be room in this class for students to explore their own interests; however, the course is structured around the themes of food science, ethics, and the environment within which concepts of culture, consumption, climate, genetic manipulation, economics, and resource availability will all be addressed.
Lecture: 4, Lab 0, Other 0

COMM-391  Communications Special Topics  4 Credits
Prerequisites: (HUMAN-201 and SSCI-201) or LS-201
Terms Offered: As needed
An interdisciplinary advanced course focusing on a specific topic. This course is a one-time offering whose content is determined by current faculty interest, and provides a comprehensive and coherent examination of the chosen topic. This course may be repeated for credit under different topics.
Lecture: 4, Lab 0, Other 0

COMM-397  Liberal Studies Free Elective  4 Credits
Prerequisites: None
Lecture: 4, Lab 0, Other 0

COMM-401  Communicating about Data  4 Credits
Prerequisites: COMM-201 and LS-201
Visualizations are powerful. Theories of visual rhetoric and design teach us that good visualization is not only clear and accurate but appealing as well. When executed well, visualizations enhance oral or written communication, by supporting arguments and claims, providing insight into complex issues, and by supporting recall and decision-making in audiences. This relationship goes both ways, however, even well-crafted visualizations must be supported by effective oral and written communication. In this course, students explore both sides of this relationship, becoming familiar with common genres of visualization and with techniques both for designing them effectively and ethically, and for presenting visualizations orally and in prose.
Lecture: 4, Lab 0, Other 0
COMM-435  Written & Oral Communication for Overseas Students  4

Credits
Prerequisites: None
Terms Offered: Fall, Spring

This course, intended for overseas students, seeks to heighten their awareness of American business communication practices. It will help develop a systematic approach to written and oral communication in the workplace. Topics include the nature of organizational communication and business writing, including techniques for writing letters, memoranda, proposals, and reports. Electronic communication practices are examined. Emphasis is also placed on professional communication skills in multicultural environments and relevant current events. This course does not receive credit in any Kettering University degree program.

Lecture: 4, Lab 0, Other 0