

# Communication as a Field of Study

**Rationale:** This lesson orients students to communication as a field, both at this university and in general.

By the end of this lesson, the student will be able to:

- Describe the communication degree options at Tusculum University.
- Explain the usefulness of communication in employment beyond the university.
- Determine the best course option for themselves to satisfy the verbal communication requirement of the general education program.

{video}

You may download a copy of the visual aid used in this video: [communication-as-a-field-of-study.pptx](#)

## Outline of the Lesson

**Name:** Dr. Miller

**Presentation:** Lesson 0: Communication as a Field of Study

**General Purpose:** To inform

**Specific Purpose:** To inform my audience about communication as a field, both at this university and in general.

**Organizational Pattern:** Topical

### Introduction

**Attention Getter:** Every year, some students discover too late that they are in the wrong general education class to best meet their goals.

**Relevance Statement:** The majority of students in this class are enrolled in it to satisfy their general education requirement.

**Credibility Statement:** I'm the chair of the Department of Communication and Fine Arts at Tusculum, and I designed each of the courses that can be used to satisfy the verbal communication requirement of the general education program.

**Thesis Statement:** Students who pick the communication course and program options that best support their goals will get the most out of these classes.

**Overview of the Main Points:** We will discuss the reasons that studying communication is important, the degree options in communication at Tusculum, and the courses that satisfy the verbal communication requirement.

**Transition:** We will start with the reasons for studying communication.

### Body

**Main Point 1:** Communication is unavoidable, and candidates with communication skills are highly desired.

- A. Watzlawick, Beavin, & Jackson wrote one of the chapters in the second edition of Mortensen's 1967 book, *Communication theory*, and in that chapter on page 51 they wrote that "You cannot not communicate."
- B. When the Graduate Management Admission Council surveyed corporate recruiters in 2017 about the top skills they were looking for in new hires, four of the top five skills were communication skills.

**Transition:** Now that we have covered the importance of communication as a field of study, let's discuss the communication degree offerings at Tusculum.

**Main Point 2:** Tusculum offers several ways to study communication.

- A. There is a BA in Communication, with optional concentrations.
  - 1. One concentration option is Theatre.
  - 2. A second option is a concentration in Arts Outreach Administration.
- B. Tusculum also offers a Visual Communication Design concentration as an option for the BA in Art & Design.
- C. At the Associate's degree level, there is a Communication concentration for the AA in General Studies.
- D. Minors are also available in Communication, Theatre, and Visual Communication Design.

**Transition:** Now that we have discussed the communication degree offerings, let's cover the different general education options in communication.

**Main Point 3:** There are several communication classes that satisfy the verbal communication component of the general education program at Tusculum.

- A. The Public Speaking class (SPCH 101) focuses on prepared presentations.
- B. The Interpersonal Communication class (COMM 210) focuses on the science of close human relationships.
- C. The Team & Small Group Communication class (COMM 212) focuses on collaborating and organizing to accomplish tasks.
- D. The Argumentation & Debate class (COMM 220) focuses on persuasion and civic advocacy.

**Transition:** Those are the different general education options in communication.

## **Conclusion**

**Review Main Points:** In this lesson, we discussed the reasons that studying communication is important, the degree options in communication at Tusculum, and the courses that satisfy the verbal communication requirement of the general education program.

**Restated Thesis:** Students who pick the communication course and program options that best support their goals will get the most out of these classes.

**Clincher Connected with the Introduction:** The drop-add period lasts the first week of classes, so if you aren't in the best place for you, I encourage you to speak to your advisor.

## **References**

Graduate Management Admission Council (GMAC). (2017) *Corporate recruiters survey report 2017*. <https://www.gmac.com/-/media/files/gmac/research/employment-outlook/2017-gmac-corporate-recruiters-web-release.pdf>


Watzlawick, P., Beavin, J. H., & Jackson, D. D. (1967). *Pragmatics of human*

communication: A study of interactional patterns, pathologies, and paradoxes. In C. D. Mortensen (Ed.), *Communication theory* (2nd ed., pp. 48-71). Norton.


## Learning Activity

For this lesson, both face-to-face and remote students will complete the same activity.

### In the Classroom

1. Download this document:  
[communication-as-a-field-of-study-activity.docx](#) 
2. Watch the activity walk-through in the lesson video
3. Conduct an interview with a friend or family member who has been in their career for at least 5 years as a full-time worker
4. Upload the completed activity document here

### Remote

1. Download this document:  
[communication-as-a-field-of-study-activity.docx](#) 
2. Watch the activity walk-through in the lesson video
3. Conduct an interview with a friend or family member who has been in their career for at least 5 years as a full-time worker
4. Upload the completed activity document here

## Limitations

Students who do not have a friend or family member who has been in their career for at least 5 years should contact the instructor, who will provide contact information for an alternate person to interview.

## Variations and Accommodations

Follow guidance from local accommodation authorities. Please contact your instructor if any accommodations are necessary.