

# COMMUNICATION

A comprehensive communication degree from the Elliott School of Communication will give you a special edge if you want a career in advertising, journalism, electronic media, public relations, or applied communication.

Our program is interdisciplinary in nature, reflecting the contemporary belief that all communication media are engaged in essentially the same functions—gathering information and creating and disseminating messages. When you study communication at Wichita State University, you learn the basic skills you will need as a professional—writing, speaking and visual communication—and you develop the ability to plan, organize, evaluate and think strategically.

Because the Kansas communication industry has its focus in Wichita—the major media center of the state—you will be able to take full advantage of the communication opportunities afforded by the largest city in Kansas. The region of the state served by WSU includes one public and four commercial television stations, more than 15 radio stations, nine daily and 32 weekly newspapers, nearly 25 advertising agencies, and a range of international, national, regional, and local industries, businesses, and public agencies, many with substantial communication operations.

Not only will you learn from some of the top communication minds in the country, you will also see how it is done by those already “in the business.”

In 1995, the Elliott School moved into a new state-of-the-art building that contains some of the most sophisticated technology currently available. Students practice with the latest applications in interactive media, digital formats and non-linear editing.

## Admission

When you choose to study communication, you will be admitted to the Fairmount College of Liberal Arts and Sciences. You will be assigned an adviser in the Elliott School who will help you develop your program of study and who will outline specific requirements for full admission to the communication program.

If you are still deciding on a major when you’re admitted to Wichita State University, the Liberal Arts and Sciences Advising Center can help you explore career and major options.

To be accepted into the Elliott School, you will have to make a formal application for admission to major status. Information regarding that application process and procedure is available from the Elliott School main office.

## Related Opportunities

You may participate in internships, directed research projects, and the Emory Lindquist Honors Program. Through the University’s Cooperative Education and Work-Based Learning program, you may be employed in work related to your major and earn credit hours for the experience. Elliott School majors have been placed in Co-Op assignments in numerous businesses, including local newspapers, radio and television stations, advertising and public relations agencies and corporate or non-profit communication.

If eligible, you may be selected for University academic honor societies such as Omicron Delta Kappa, Phi Kappa Phi and Mortar Board.

## Related Programs

If you are interested in communication, you have several options at WSU: journalism, strategic communication, electronic media, and integrated marketing communications. In addition to taking courses at WSU, you can also get hands-on experience at the *Sunflower*, our student newspaper; KMUW, our NPR-affiliate radio station; or at WSU-TV, our campus television station, found on Channel 13 of the Cox cable system. Over the past several years, Studio B, the Elliott School’s student-produced television program, has won top awards from the Kansas Association of Broadcasters.

## Professional Courses

<p><b>Major Requirements</b></p> <p><b>Communication Core Courses for all Communication Students</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>Communication and Society</td><td style="text-align: right;">3</td></tr> <tr><td>Writing for the Mass Audience</td><td style="text-align: right;">3</td></tr> <tr><td>Visual Technologies</td><td style="text-align: right;">2</td></tr> <tr><td>Introduction to Multimedia</td><td style="text-align: right;">2</td></tr> <tr><td>Speaking in Business and the Professions</td><td style="text-align: right;">3</td></tr> <tr><td>Portfolio Seminar</td><td style="text-align: right;">1</td></tr> <tr><td>Communication Analysis and Criticism</td><td style="text-align: right;">3</td></tr> <tr><td>Two of the following:</td><td></td></tr> <tr><td>  Communication Research and Inquiry</td><td style="text-align: right;">3</td></tr> <tr><td>  Communication Law and Responsibility</td><td style="text-align: right;">3</td></tr> <tr><td>  Historical and Theoretical Issues in Communication</td><td style="text-align: right;">3</td></tr> </table> <p><b>Required Courses for Journalism Emphasis</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>Reporting the News</td><td style="text-align: right;">3</td></tr> <tr><td>Advanced News and Feature Writing</td><td style="text-align: right;">3</td></tr> <tr><td>Editing for Print</td><td style="text-align: right;">2</td></tr> <tr><td>Studio B: Live TV News</td><td style="text-align: right;">3</td></tr> <tr><td>Web Publishing</td><td style="text-align: right;">3</td></tr> <tr><td>Plus two credit hours from the following:</td><td></td></tr> <tr><td>  Photojournalism</td><td style="text-align: right;">2</td></tr> <tr><td>  News and Information Design</td><td style="text-align: right;">2</td></tr> <tr><td>  Video Storytelling</td><td style="text-align: right;">2</td></tr> </table> <p>Plus four credit hours of upper-division communication electives selected in consultation with adviser.</p> <p><b>Required Courses for Integrated Marketing Communications Emphasis</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>Introduction to Integrated Marketing Communications</td><td style="text-align: right;">3</td></tr> <tr><td>Public Information Writing</td><td style="text-align: right;">3</td></tr> <tr><td>Editing for Print</td><td style="text-align: right;">2</td></tr> <tr><td>Advertising Copywriting</td><td style="text-align: right;">3</td></tr> <tr><td>Integrated Marketing Communications Campaigns</td><td style="text-align: right;">3</td></tr> </table> <p>Plus three credit hours of upper-division communication electives selected in consultation with adviser.</p>	Communication and Society	3	Writing for the Mass Audience	3	Visual Technologies	2	Introduction to Multimedia	2	Speaking in Business and the Professions	3	Portfolio Seminar	1	Communication Analysis and Criticism	3	Two of the following:		Communication Research and Inquiry	3	Communication Law and Responsibility	3	Historical and Theoretical Issues in Communication	3	Reporting the News	3	Advanced News and Feature Writing	3	Editing for Print	2	Studio B: Live TV News	3	Web Publishing	3	Plus two credit hours from the following:		Photojournalism	2	News and Information Design	2	Video Storytelling	2	Introduction to Integrated Marketing Communications	3	Public Information Writing	3	Editing for Print	2	Advertising Copywriting	3	Integrated Marketing Communications Campaigns	3	<p><b>Required Courses for Electronic Media Emphasis</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>Audio Production</td><td style="text-align: right;">3</td></tr> <tr><td>Studio Video Production</td><td style="text-align: right;">3</td></tr> <tr><td>Writing for Electronic Media</td><td style="text-align: right;">3</td></tr> <tr><td>Video Storytelling</td><td style="text-align: right;">2</td></tr> <tr><td>Interactive Media Production</td><td style="text-align: right;">3</td></tr> </table> <p>Plus three credit hours of upper-division communication electives selected in consultation with adviser.</p> <p><b>Required Courses for Strategic Communication Emphasis (18 hours)</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>Foundation (select 1 course from the following)</td><td style="text-align: right;">3</td></tr> <tr><td>  311 Persuasion</td><td></td></tr> <tr><td>  328Q Teamwork, Leadership, and Group Communication</td><td></td></tr> <tr><td>  360 Applied Communication Strategies (Strategic Communication)</td><td></td></tr> <tr><td>Interpersonal (select 1 course from the following)</td><td style="text-align: right;">3</td></tr> <tr><td>  290 Listening Strategies</td><td></td></tr> <tr><td>  302 Interpersonal Communication</td><td></td></tr> <tr><td>  312Q Nonverbal Communication</td><td></td></tr> <tr><td>Organizational (select 1 course from the following)</td><td style="text-align: right;">3</td></tr> <tr><td>  349 Hostage &amp; Crisis Negotiations</td><td></td></tr> <tr><td>  640 Issues in Corporate Communication</td><td></td></tr> <tr><td>  650 Communication Training &amp; Development</td><td></td></tr> <tr><td>Public Affairs (select 1 course from the following)</td><td style="text-align: right;">3</td></tr> <tr><td>  313Q Argumentation &amp; Advocacy</td><td></td></tr> <tr><td>  502 Public Information Writing</td><td></td></tr> <tr><td>  632 American Public Address (Political Communication)</td><td></td></tr> <tr><td>Practicum (select 1 course from the following, or 2 that combine for 3 credits)</td><td style="text-align: right;">3</td></tr> <tr><td>  398 Travel Seminar</td><td style="text-align: right;">3</td></tr> <tr><td>  402 Debate &amp; Forensics</td><td style="text-align: right;">3</td></tr> <tr><td>  481 Coop Education</td><td style="text-align: right;">3</td></tr> <tr><td>  581 Communication Practicum</td><td style="text-align: right;">3</td></tr> <tr><td>  622 Practicum: Studio B</td><td style="text-align: right;">3</td></tr> <tr><td>  690 Communication Internship</td><td style="text-align: right;">3</td></tr> </table> <p>Electives (select 1 course. Your adviser has a list of recommended courses, but a variety of courses in the ESC curriculum and related fields approved by your adviser could substitute, including courses on the SC check sheet not selected for fulfilling a requirement.)</p> <p><b>Open Emphasis</b></p> <p>Communication majors can develop and propose an open emphasis more appropriate for their interests and needs and respective of their backgrounds and experience.</p> <ul style="list-style-type: none"> <li>*be developed by students in consultation with a faculty adviser</li> <li>*be substantially different from the structured emphases available</li> <li>*be coherent and justifiable to a faculty committee, which will review and act on these proposals at specified times during the semester.</li> </ul> <p><b>Teaching Certifications</b></p> <p>The Elliott School of Communication offers secondary education teaching certifications (secondary field only) in speech communication and journalism. See the school's secondary education certification adviser for details.</p>	Audio Production	3	Studio Video Production	3	Writing for Electronic Media	3	Video Storytelling	2	Interactive Media Production	3	Foundation (select 1 course from the following)	3	311 Persuasion		328Q Teamwork, Leadership, and Group Communication		360 Applied Communication Strategies (Strategic Communication)		Interpersonal (select 1 course from the following)	3	290 Listening Strategies		302 Interpersonal Communication		312Q Nonverbal Communication		Organizational (select 1 course from the following)	3	349 Hostage & Crisis Negotiations		640 Issues in Corporate Communication		650 Communication Training & Development		Public Affairs (select 1 course from the following)	3	313Q Argumentation & Advocacy		502 Public Information Writing		632 American Public Address (Political Communication)		Practicum (select 1 course from the following, or 2 that combine for 3 credits)	3	398 Travel Seminar	3	402 Debate & Forensics	3	481 Coop Education	3	581 Communication Practicum	3	622 Practicum: Studio B	3	690 Communication Internship	3
Communication and Society	3																																																																																																										
Writing for the Mass Audience	3																																																																																																										
Visual Technologies	2																																																																																																										
Introduction to Multimedia	2																																																																																																										
Speaking in Business and the Professions	3																																																																																																										
Portfolio Seminar	1																																																																																																										
Communication Analysis and Criticism	3																																																																																																										
Two of the following:																																																																																																											
Communication Research and Inquiry	3																																																																																																										
Communication Law and Responsibility	3																																																																																																										
Historical and Theoretical Issues in Communication	3																																																																																																										
Reporting the News	3																																																																																																										
Advanced News and Feature Writing	3																																																																																																										
Editing for Print	2																																																																																																										
Studio B: Live TV News	3																																																																																																										
Web Publishing	3																																																																																																										
Plus two credit hours from the following:																																																																																																											
Photojournalism	2																																																																																																										
News and Information Design	2																																																																																																										
Video Storytelling	2																																																																																																										
Introduction to Integrated Marketing Communications	3																																																																																																										
Public Information Writing	3																																																																																																										
Editing for Print	2																																																																																																										
Advertising Copywriting	3																																																																																																										
Integrated Marketing Communications Campaigns	3																																																																																																										
Audio Production	3																																																																																																										
Studio Video Production	3																																																																																																										
Writing for Electronic Media	3																																																																																																										
Video Storytelling	2																																																																																																										
Interactive Media Production	3																																																																																																										
Foundation (select 1 course from the following)	3																																																																																																										
311 Persuasion																																																																																																											
328Q Teamwork, Leadership, and Group Communication																																																																																																											
360 Applied Communication Strategies (Strategic Communication)																																																																																																											
Interpersonal (select 1 course from the following)	3																																																																																																										
290 Listening Strategies																																																																																																											
302 Interpersonal Communication																																																																																																											
312Q Nonverbal Communication																																																																																																											
Organizational (select 1 course from the following)	3																																																																																																										
349 Hostage & Crisis Negotiations																																																																																																											
640 Issues in Corporate Communication																																																																																																											
650 Communication Training & Development																																																																																																											
Public Affairs (select 1 course from the following)	3																																																																																																										
313Q Argumentation & Advocacy																																																																																																											
502 Public Information Writing																																																																																																											
632 American Public Address (Political Communication)																																																																																																											
Practicum (select 1 course from the following, or 2 that combine for 3 credits)	3																																																																																																										
398 Travel Seminar	3																																																																																																										
402 Debate & Forensics	3																																																																																																										
481 Coop Education	3																																																																																																										
581 Communication Practicum	3																																																																																																										
622 Practicum: Studio B	3																																																																																																										
690 Communication Internship	3																																																																																																										

### For More Information

To receive more information or to arrange a campus visit, contact:

Office of Admissions  
 Wichita State University  
 1845 Fairmount St.  
 Wichita, Kansas 67260-0124  
 Telephone (316) 978-3085  
 Toll-free (800) 362-2594  
[www.wichita.edu/admissions](http://www.wichita.edu/admissions)

The University reserves the right to revise or change rules, charges, fees, schedules, courses, requirements for degrees, and any other regulations affecting students whenever considered necessary or desirable.

Notice of Nondiscrimination: Wichita State University does not discriminate on the basis of race, religion, color, national origin, gender, age, marital status, sexual orientation, status as a Vietnam-era veteran, or disability. Any person having inquiries concerning this may contact the Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount St., Wichita, Kansas 67260-0145; telephone (316) 978-3001.