

Speech Communication

Undergraduate Degree Programs

General B.A., 3- or 4-Year, Speech Communication

Honours B.A., Speech Communication

Honours B.A., Speech Communication, Arts and Business, Regular

Honours B.A., Speech Communication, Arts and Business, Co-op

Joint Honours with Speech Communication

Speech Communication Minor

Option in Speech Communication

Speech Communication is an program that focuses on the theorized practice of spoken and non-verbal communication in various settings. Our graduates find their communication skills welcome in diverse fields such as public relations, human resources, training, advertising, computer technology, gerontology, law, and teaching. Courses focus on a range of communication areas including: public speaking, interviewing, leadership, small groups, intercultural, performance studies, digital presentations, and ethics.

The program offers a choice of two concentrations in Intercultural Communication, Interpersonal/Organizational Communication, Performance Studies and Public/Digital Communication. Courses are offered in various facets of Speech Communication including Public Speaking; Interpersonal Communication; Interviewing; Speech Writing; Small Group Communication; Leadership; Organizational Communication; Conflict Management; Organizational Consulting; Digital Presentations; Intercultural Communication; Gender, Communication, and Culture; Performance Studies; Public Communication; Communication Ethics; and Social Justice. Students benefit from small classes which integrate theoretical understanding and skills practice.

Speech Communication provides a solid background for students wishing to pursue careers or have future goals that involve the use and practice of communication, leadership, and interviewing. These areas include: teaching, law, business, human resources, corporate communications, communications consulting, training and development, advertising and marketing, events planning and management, journalism, broadcasting, and public relations among others. Students are also adequately prepared for graduate study in communication, leadership, management, critical studies, intercultural studies, and/or related fields.

Courses offered in the Major

Advanced Intercultural Communication
Communicating Across Differences: Spiritual
Development in a Diverse World
Communication Ethics
Conflict Management
Crisis Communication
Digital Presentations
Digital Design Research Project
Gender, Communication, and Culture
Intercultural Communication
Interpersonal Communication
Interviewing
Introduction to Performance
Leadership
Organizational Communication
Organizational Consultant
Performance Studies
Performative Inquiry and Practice
Persuasion
Public Communication
Public Speaking
Senior Seminar (Thesis)
Small Group Communication
Social Justice
Speech Writing
Special Topics in Digital Design
Voice Technique

Speech Communication Content Courses are offered by these participating programs:

Anthropology; Drama; English; Fine Arts;
History; Management Sciences; Peace and
Conflict Studies; Philosophy; Political Science;
Psychology; Religious Studies; Sexuality,
Marriage, and Family Studies; Sociology; and
Women's Studies

Co-operative Programs in Arts

Honours Speech Communication students may pursue co-operative education through:

Arts and Business Co-op - a direct entry program through which students complete their honours major and core Arts and Business courses in areas such as accounting, economics, languages, history, political science, business management, and leadership training. Five paid work terms alternate with academic terms on a four-month rotation. All students spend eight months on campus during their first year.

There are four optional specializations available for Arts and Business Co-op students:

- Digital Arts Communication
- Global Engagement
- Human Resources Management
- International Trade

Careers

Below is a sample listing of positions held by graduates who majored in Speech Communication:

- Advertiser
- Change Management Analyst
- Community Relations Officer
- Copywriter
- Corporate Campaign Manager
- Counselor
- Creative Director
- Customer Service Manager
- Education Officer
- Entrepreneur
- Event Co-ordinator
- Fundraising Co-ordinator
- Health Promotion Officer
- Human Resources Co-ordinator
- Human Resources Officer
- Job Development Officer
- Loyalty Job Coach
- Marketing Manager
- Media Copywriter
- Personal Financial Analyst
- Program Development Officer
- Public Relations Officer
- Publicist
- Sales Manager
- Speech Writer
- Staffing Consultant
- Student Placement Officer
- Support Programmer
- Teacher

Skills

Courses in Speech Communication provide students with valuable communication skills that are transferable to both professional and personal areas of life. The following is a list of some of those skills:

- Active listening skills
- Analytical skills
- Conflict management
- Conflict resolution
- Cross-cultural communication
- Ethical deliberation
- Interpersonal skills
- Interviewing
- Leadership
- Meeting facilitation
- Negotiation skills
- Networking
- Non-verbal communication
- Presentation skills
- Public speaking
- Speech writing
- Teamwork
- Training
- Voice technique
- Written communication skills

For more information about Speech Communication please visit:

www.clsi.uwaterloo.ca/speechcom.html

For admissions information, questions about your application, or to arrange a campus visit please call:

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