

# WHY COMMUNICATION?

**We'll teach you how to .....**

- Engineer words to get what you want!  
*(Cf. I.A. Richards, The Philosophy of Rhetoric)*
- Manipulate people to achieve your goal!  
*(Cf. Plato, Gorgias)*
- Design and control social situations!  
*(Cf. George H. Meade, Mind, Self and Society)*
- Present and sell your inventions for **MONEY** !!!!!  
*(Cf. Dick Cheney, The War on Terror)*
- Make everyone like you!  
*(Cf. Dale Carnegie, How to Win Friends and Influence People)*
- Rule the world of symbols!  
*(Cf. Kenneth Burke, A Rhetoric of Motives)*
- Effectively persuade investors!  
*(Cf. Aristotle, The Rhetoric)*
- Eliminate fear of rejection!  
*(Cf. Abraham Maslow, Toward a Psychology of Being)*
- Embody confidence when communicating with the opposite/same sex!  
*(Cf. Altman & Taylor, Social Penetration Theory)*



## For More Information, ask our minor advisors:

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Silence the competition and wither your enemies with words!  
Knowledge is power...the presentation of knowledge is the armored tank which secures that power. **GET YOURS!!!**

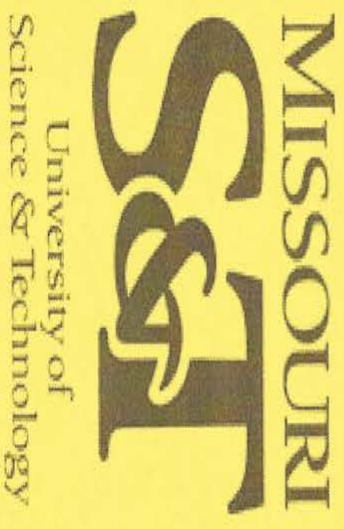
These programs enable students to craft distinctive reputations as hustlers, players, and professionals who get down for theirs!!!!  
Communication is about how to do what you learn to do elsewhere.

**And, don't forget, substitutions may be made in both programs with the permission of your minor advisor.**

## The Communication Minor & Miners

An insider's guide  
*Brought to you by*  
Speech and Media  
Studies

**“GET YOURS!!!”**





# HOW DO U WANT IT?

- \*Respect?
  - \*Success?
  - \*Fun?
  - \*Money?
  - \*Love?
  - \*Health?
  - \*Power?
  - \*Peace of Mind?
  - \*Family?
  - \*Bliss?
- Take courses that don't  
require graphs,  
calculators, or  
protractors...just formulas  
4 life!  
Engineer your destiny!!!!!!

## The Communication Minors

Both minors require Sp & MS 181,  
*Communication Theory*

### ► Communication Studies

The Communication Studies minor program emphasizes how to recognize and utilize game theory through awareness of the communication processes in the world around you.

#### (OBSERVE > SHAKE > HUSTLE!!!)

Pick **four** courses from the following:

- Sp & MS 85 Principles of Speech
- Sp & MS 250 Interpersonal Communication
- Sp & MS 235 Intercultural Communication
- Sp & MS 255 Discussion and Conference Methods
- Sp & MS 275 Foundations of Media Communication

### ► Leadership Communication

The Leadership Communication minor program focuses on the skills and sensitivities that will allow you to outshine and out-game your peers amidst your ascension to power. Climb to the top on the admiring backs of your co-workers! Be a shepherd who ministers to sheep who follow!

#### (LEARN AND RISE!)

Pick **four** courses from the following:

- Sp & MS 250 Interpersonal Communication
- Sp & MS 235 Intercultural Communication
- Sp & MS 255 Discussion and Conference Methods
- Sp & MS 265 Leadership Communication
- Sp & MS 283 Business and Professional Communication

## Course Descriptions\*

*(The Jewels we drop!)*

**SP&M 85--Principles of Speech:** Using the right side of your brain. How to speak and listen in order to maximize desired outcomes.

**SP&M 181--Communication Theory:** The theories, methods, and practices of communication scholarship.

**SP&M 235--Intercultural Communication:** Everyone does it. Learn how and why.

Embrace commonalities for gain and globalize yourself.

**SP&M250--Interpersonal Communication:** Master your ego and master the world.

**SP&M 255--Discussion and Conference Methods:** Groups are fun once you can discern and control their outcomes!!!

**SP&M 265--Leadership Communication:** Understand your personal strengths and weaknesses. Be a taker! Circle squares! Turn cowards into soldiers! Come up!!!!

**SP&M 275: Foundations of Media Communication:** How to flip the game and exploit the media...it's their turn... WATCH as the television PROGRAMS!!!

**SP&M 285: Business and Professional Communication:** How to fit in with suits and ties, climb the ladder, and shatter glass ceilings.

#### **And a new course:**

**SP&M 201: Orality, Propaganda and Public Speaking:** The science and art of indoctrination.

\* All but SP& M 85 are approved for ABET humanities credit.