

Jeffrey S. Philpott, Ph.D.

Director, University Core
Assistant Professor (Tenured)
Communication Department
Seattle University

PERSONAL DATA

Communication Department
Seattle University
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Seattle, Washington 98122

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SPECIALIZATIONS

Rhetorical Theory (Classical and Contemporary)
Rhetorical Criticism (Genre analysis, Burkean dramatism)
Rhetorical Epistemology
Media Criticism
Interpersonal Communication

EDUCATION

Doctor of Philosophy in Speech Communication, University of Washington, Seattle, Washington, 1995. Concentrations in Rhetorical Theory and Criticism, Media Criticism. Dissertation: "From 'Major Malfunction' to 'Pulling Us Into the Future': Rhetorical Transformation and the Reconstruction of Public Coherence in Immediate Public Responses to the Explosion of Space Shuttle Challenger." Dr. John Campbell, Advisor.

Master of Arts in Speech Communication, University of Nebraska, Lincoln, Nebraska, 1983. Concentration in Interpersonal Communication. Master's Project: "The Relative Contribution to Meaning of Verbal and Nonverbal Channels of Communication: A Meta-Analysis." Dr. Sally Jackson and Dr. Jack Kay, Advisors.

Bachelor of Science in Communication, Lewis and Clark College, Portland, Oregon, June, 1980. Concentration in Interpersonal Communication. Dr. Leslie A. Baxter, Advisor.

Junior College Certificate, Northwest Community College, Powell, Wyoming, May, 1978.

Other Professional Education/Training

Ignatian Colleagues Program. Association of Jesuit Colleges and Universities. 2016-2018.

Performance Assessment in Higher Education. Harvard Graduate School of Education, Harvard University, Boston, MA, November 6-8, 2011. Three-day workshop on educational assessment.

Management and Leadership in Education. Harvard Graduate School of Education, Harvard University, Boston, Massachusetts, June 20-July 2, 2010. Two-week intensive program in higher educational leadership and administration.

Clear and Simple Assessment. Barbara Walvoord. Five-day training over two years in learning assessment. 2006 and 2007.

PROFESSIONAL EXPERIENCE

- Director, University Core, Seattle University, Seattle, Washington. July 2005 to July 2015 and July 2018 to present.
Responsibilities: Lead administration and planning for Seattle University's Core Curriculum, the University's required undergraduate general education sequence. This program involves more than 500 course sections per year, delivered by more than 230 faculty members from over 25 departments.
- Special Assistant for Operations, Office of the Provost, Seattle University, Seattle, Washington. June 2017 to present.
Responsibilities: Coordinate facilities and space planning for Academic Affairs.
- Department Chair, Communication Department, Seattle University, Seattle, Washington. July 1999 to June 2005. Acting Chair, Fall 2017.
Responsibilities: Administer department, supervise faculty, lead faculty hiring processes, organize assessment and curriculum, projects, serve on College of Arts and Sciences Executive Committee, etc.
- Assistant Professor, Communication Department, Seattle University, Seattle, Washington. January 1992 to present. Granted tenure: 1998.
Responsibilities: Teach a variety of introductory and advanced communication courses. Advise students.
- Communication Consultant, July 1987 to present. Active/full-time 1988-1992, Part-time 1992-Present.
Responsibilities: Corporate communication training and presentation coaching for local and national engineering, architectural, scientific, and construction firms.
- Instructor (Part Time), Speech Department, University of Puget Sound, Tacoma, Washington. September, 1987 to April, 1988.
Responsibilities: Assistant Director of Forensics, coaching and travel.
- Graduate Teaching Assistant, Department of Speech Communication, University of Washington, Seattle, Washington. September 1986 to June 1991.
Responsibilities: Prepare and teach a variety of undergraduate courses. Research Assistant (Summer 1987). Acting Director of Forensics (1988-1991).
- Visiting Instructor and Director of Forensics, Department of Speech and Communication Studies, Gustavus Adolphus College, St. Peter, Minnesota. September 1983 to July 1986. Acting Department Chair, June, 1985 to June, 1986.
Responsibilities: Build and direct an active intercollegiate speech and debate team, organize and manage speech tournaments, prepare and teach a wide variety of undergraduate Speech courses, perform administrative duties.
- Graduate Teaching Assistant, Department of Speech Communication, University of Nebraska-Lincoln, Lincoln, Nebraska. September 1980 to May, 1983.
Responsibilities: Teach undergraduate courses and coach forensics team. Administrative Assistant to the Director of Forensics 1982-1983.

SCHOLARSHIP (Publications)

- Philpott, Jeffrey. "Mirrors/Espejos (A Photo Essay)." Fosforo, 14, 2017, 68-77.
- Bean, John, Larry Nichols, and Jeffrey Philpott. "Jesuit Ethos, Faculty-Owned Assessment, and the Organic Development of Rhetoric across the Curriculum at Seattle University" in Gannett, Cinthia and John Brereton, Eds, Traditions of Eloquence and Sites of Innovation: The Jesuits and Rhetorical Studies. Fordham University Press, 2016.
- Paul, Christopher A. and Jeffrey Philpott. "Identifying with World of Warcraft: Kenneth Burke's Identification and Guild Life." Online Gaming. Eds. Garry Crawford, Victoria Gosling and Ben Light. Routledge, 2011.
- Paul, Christopher A. and Jeffrey Philpott. "The Rise and Fall of CTS: Kenneth Burke Identifying with the World of Warcraft." Digital Games Research Association Conference Proceedings. London, September (2009):
- Philpott, Jeffrey. "Response to President George W. Bush's State of the Union Speech." PR Week, February 2, 2002.
- Philpott, Jeffrey. "Eternal Questions, Evolving Answers: Fifty Years of Seattle University Mission Statements." The Forum (Seattle University College of Arts and Sciences), 5, Spring 1997, 8-10. Essay based on Gaffney Lecture.
- Philpott, Jeffrey. "From 'Major Malfunction' to 'Bold Pioneers': Public Rhetoric in the Aftermath of the Challenger Disaster." The Forum (Seattle University College of Arts and Sciences), 4, Winter 1996, 16-19. Essay based on Sharon James Lecture.
- Philpott, Jeffrey. "From 'Major Malfunction' to 'Pulling Us Into the Future': Rhetorical Transformation and the Reconstruction of Public Coherence in Immediate Public Responses to the Explosion of Space Shuttle Challenger." Doctoral Dissertation: University of Washington, 1995. Ann Arbor: UMI, 1995.
- Philpott, Jeffrey. "The Language of Scholarship: Rhetorical Perspectives on Academic Discourse and the Modern University." Metropolitan Universities, 2, 1992, 93-89.
- Philpott, Jeffrey. "Critique of Final Round" (1986 CEDA National Tournament). In Boaz, J. K. and Brey, J. R. (Eds.), 1986 Championship Debates and Speeches. Speech Communication Association (1987).
- Philpott, Jeffrey. "The Relative Contribution to Meaning of Verbal and Nonverbal Channels of Communication: A Meta-Analysis." Unpublished Master's Project, University of Nebraska-Lincoln, 1983.
- Baxter, Leslie A. and Jeffrey Philpott. "Attribution-Based Strategies for Initiating and Terminating Relationships." Communication Quarterly, 30, 1982, 217-224.

SCHOLARSHIP (Competitively Selected Conference Presentations)

- Philpott, Jeffrey. "Rhetorical Foundations in Jesuit Education: Traditions of Eloquence." Association of Jesuit Colleges and Universities Communication Conference, Santa Clara University, Santa Clara, CA, July 19-22, 2017.
- Philpott, Jeffrey. "Assessment in a Jesuit Context." Association of Jesuit Colleges and Universities Communication Conference, Santa Clara University, Santa Clara, CA, July 19-22, 2017.
- Philpott, Jeffrey. "The New Communication and Media Major at Seattle University." Association of Jesuit Colleges and Universities Communication Conference, Santa Clara University, Santa Clara, CA, July 19-22, 2017.
- Philpott, Jeffrey. "High Impact Practices in General Education and Major Intro Courses." Association of Jesuit Colleges and Universities Communication Conference, Loyola University of New Orleans, New Orleans, LA., July 14-16, 2016.
- Paul, Christopher A. and Jeffrey Philpott. "Identification in Play: People, Processes, and Paratexts." Plenary session. Rhetoric as Equipment for Living: Kenneth Burke, Culture and Education, May 22-25, 2013, Ghent University, Belgium.
- Philpott, Jeffrey. "Rethinking General Education 'Intro' Courses: Inquiry Seminars in a New Core Curriculum." American Association of Colleges and Universities General Education and Assessment Conference, Boston, MA, Feb. 28-March 2, 2013.
- Paul, Christopher A. and Jeffrey Philpott. "The Rise and Fall of CTS: Kenneth Burke Identifying with the World of Warcraft." London: Digital Games Research Association Conference, September 2009.
- Philpott, Jeffrey and Kelly Benkert. "Advocacy Skills Training for Social Change." Seattle: Continuums of Service Conference, Western Region Campus Compact Consortium, April 17, 2009.
- Solberg, Judy and Jeffrey Philpott, Larry Nichols, and Carol Schneider. "Weaving a New Net: Hauling Multiple Services into a New Learning Commons," Seattle: Association of College & Research Libraries (ACRL) 14th National Conference, March 14, 2009.
- Philpott, Jeffrey and Stephen Finn. "Mission-Driven Assessment: Embedding Assessment in Signature General Education Courses." Miami: American Association of Colleges and Universities Academic Renewal Conference on General Education and Assessment, March 1, 2007.
- Philpott, Jeffrey. "Embedding Writing Assessment in Signature Jesuit Core Courses: The Seattle University Core Advancement Preparation Exam Program." Cleveland, Ohio: The Fifth Jesuit Core Curriculum Conference, John Carroll University, April 20, 2007.
- Philpott, Jeffrey. "Vico's *Ingegno*: Audience and Creative Insight in Communication Practice." Conference presentation. New York: Association of Jesuit Colleges and Universities Communication Conference, July 21, 2005
- Philpott, Jeffrey. "Rhetorical Perspectives on Cultivating Third Places." Conference Presentation. San Francisco: Western States Communication Association, February 22, 2005.

- Philpott, Jeffrey. "Recasting History, Reforging Identity: Transformational Narratives in the Hawai'iian Sovereignty Movement." Conference presentation. St. Louis: Association of Jesuit Colleges and Universities Communication Conference, July 22, 2004.
- Philpott, Jeffrey. "Rhetorical Criticism as the 'Basic Course.'" Conference presentation. Denver: Association of Jesuit Colleges and Universities Communication Conference, July 18, 2002.
- Philpott, Jeffrey. "Community-Based Learning Abroad: Service, Advocacy, and Immersion in a Study Abroad Program to China, Tibet, and Nepal." Conference presentation. Omaha: Association of Jesuit Colleges and Universities Communication Conference, July 20, 2001.
- Philpott, Jeffrey. "Service Learning and International Education at Seattle University." Conference presentation. Seattle: National Communication Association, November, 2000.
- Philpott, Jeffrey. "Recurrent Form, Time, and Situation: Common Rhetorical Responses to Public Crisis as Synchronic Genre." Paper presented at the 2nd International Symposium on Genre, Simon Fraser University, Vancouver, BC, January, 1998.
- Philpott, Jeffrey. "Turning Tragedy into Triumph: Rhetorical Transformation and the Explosion of the Space Shuttle Challenger." Competitively selected paper presented at the Western Speech Communication Association Convention, Monterey, California, 1997.
- Philpott, Jeffrey. "Edmund Burke, Thomas Paine, and the Motives for Political Action." Paper presented at the Northwest Conference on British Studies, Vancouver, Washington, 1993.
- Philpott, Jeffrey. "Defense Spending and the New World Order: Scenic Placement in Post-Cold War Military Rhetoric." Paper presented at the Western Speech Communication Association annual convention, Boise, Idaho, 1992.
- Philpott, Jeffrey. "King George: Metaphoric Constructions of President Bush in Patrick Buchanan's 1992 Presidential Campaign." Presentation at the Western Speech Communication Association annual convention, Boise, Idaho, 1992.
- Philpott, Jeffrey. "'Live, from Inside the Kremlin': The CBS Evening News and the Story of the 1988 Moscow Summit." Competitively selected paper presented at the Speech Communication Association annual convention, Chicago, Illinois, 1990.
- Baxter, Leslie A. and Jeffrey Philpott. "Conditions Conducive to Awareness of Communication Activity." Competitively selected paper presented at the Western Speech Communication Association convention, Fresno, California, 1985.
- Baxter, Leslie A. and Jeffrey Philpott. "The Effects of Relational Goal, Communicator Age, and Communicator Sex Role Orientation on Communication Competence." Competitively selected paper presented at the Western Speech Communication Association convention (Top Three Panel), San Jose, California, 1981.

- Baxter, Leslie A. and Jeffrey Philpott. "Communicator Age and Sex Role Orientation Differences in Preferred Relationship Termination Strategies." Competitively selected paper presented at the Speech Communication Association convention, Anaheim, California, 1981.
- Baxter, Leslie A. and Jeffrey Philpott. "Relationship Disengagement: A Process View." Competitively selected paper presented at the Speech Communication Association convention, New York, 1980.

SCHOLARSHIP (Invited Conference Presentations and Talks)

- Philpott, Jeffrey. "Inquiry Seminars: Research-Oriented General Education Courses." Two-day workshop presented to faculty and leadership at Clarion University, Clarion, PA, January 13-14, 2015.
- Philpott, Jeffrey. "Inquiry Seminars: Rethinking General Education 'Intro' Courses." Teleconference presentation to faculty and leadership at Clarion University, Clarion PA, November 14, 2014.
- Philpott, Jeffrey. "Breaking Down Academic Silos: Using Liminal Campus Roles to Facilitate Integrative Learning," Pack Forest Retreat, Washington: Association of College and Research Libraries of Washington and Oregon Annual Meeting, October 29, 2009.
- Philpott, Jeffrey. "Creating a Campus Speaking Center." Conference presentation. Seattle: Association of Jesuit Colleges and Universities Communication Conference, July 25, 2003.
- Philpott, Jeffrey. "Study Abroad: Service and Advocacy in Asia." Conference presentation. Denver: Association of Jesuit Colleges and Universities Communication Conference, July 19, 2002.
- Philpott, Jeffrey and Mara Adelman, Ted Colby, and Michelle Scaman. "Media and Communication vs. Mediated Communication: Public and Private Discourse," presentation at the New Media in Old Disciplines conference, Seattle University, Seattle, WA, May 9-10, 2002.
- Philpott, Jeffrey. "Accreditation and Curriculum Review Preparation: Outcomes Assessment and Educating the Whole Person." Conference presentation. Scranton, PA: Association of Jesuit Colleges and Universities Communication Conference, June 21-24, 2000.
- Philpott, Jeffrey. "Eternal Questions, Evolving Answers: Fifty Years of Seattle University Mission Statements." Gaffney Lecture, Seattle University, November 12, 1996.
- Philpott, Jeffrey. "From 'Major Malfunction' to 'Bold Pioneers': Public Rhetoric in the Aftermath of the Challenger Disaster." Sharon James Memorial Lecture, Seattle University, February 29, 1996.

Honors and Awards

Outstanding Service Award, College of Arts and Sciences, 2012.

Advisor of the Year, 2004. Selected by College of Arts and Sciences Student Executive Council.

Most Inspirational Faculty Member, 2003. Selected by Seattle University Senior Class.

Faculty Member of the Year, 1998. Selected by Seattle University Senior Class.

Consulting

Communication Consultant, 1987 to present.

1992-present: Self-employed

1987-1992: Contractor with Martin-Simonds Associates, Seattle, WA.

Clientele: Primarily focused on serving mid-sized and large engineering firms, with additional clients in architecture, construction, scientists, and real estate development. Multiple clients ranging from small, regional firms to large national A/E design firms (including 9 of the 2015 ENR top 20 Design Firms).

Areas of Practice:

Communication Training: Design and deliver training programs on communication-related skills important to the A/E industry, including:

- Marketing strategy and audience analysis
- Presentation design and delivery
- Using visual aids effectively
- Conflict management
- Client service
- Listening
- Interviewing

Presentation Coaching: Coaching short-list interview teams. To date, coached more than 150 presentation teams, with a 60%+ success rate. Assisting teams in developing presentation strategy, design, content, visual aids, delivery, and question-and-answer preparation. Coaching project presentations ranging from very large (\$1 billion+) infrastructure programs in Houston and San Diego to large civil projects (including water/wastewater treatment facilities, pipelines and tunnels, light rail systems, highway projects, etc.) to museums and school buildings to small marketing efforts (including Seattle University's Admissions team).

Location: Based in Seattle, Washington, but with national practice.

SELECTED SERVICE

Curriculum-Related Experience

Assessment Coordinator, College of Arts and Sciences, 2017 to 2018.

Co-Chair, University Assessment Committee, 2016 to 2018. Committee member, 2003 to 2018.

Member, Provost Leadership Team, 2012-2015.

Member, University Core Revision Committee, 2010-2011.

Chair, University Core Implementation Committee, 2011-2013.

Member, University Advising Committee, 2004. Developed outcomes and implementation strategies for improving academic advising.

Team member, New Student Registration, summer 2003, summer 2004. Assisted with registration of incoming freshman class.

Member, Core Freshman Seminar Committee, 2002. This committee developed the initial model, criteria, and procedure for the Core Freshman Seminar program.

Member, Taskforce on University Assessment Planning. 2001-2005. This committee advised University administration on learning outcome assessment procedures and systems.

Co-Chair, Core Revitalization Co-Curricular Committee, 2000-2001. This committee developed proposals to enhance and encourage incorporating co-curricular activities into existing Core courses and also developed a proposal for a “Core Residential College” on campus.

Participant, educational assessment workshops, 2000 and 2002. Attended two two-day workshops on educational assessment. Funded by Murdoch Foundation.

Member, Core Review Executive Committee, 2000. This committee made initial plans for the Core Revitalization project, worked with external reviewers, and organized summer faculty seminars.

Member, Academic Residential Communities Planning Committee, 1999-2001. This committee developed initial model for Academic Residential Communities combining classes with residential programs for cohorts of students. As follow-up, I assisted with publicity for the ARCs in 2001, 2002, and 2003.

Chair, Freshman Year Task Force, 1998-1999. This committee examined ways to improve the freshman year educational experience and made several recommendations, including developing freshman seminars, thematic clusters or tracks of Core course, closer coordination with co-curricular activities, and the development of thematic floors in the residence halls (linked to courses).

Chair, College of Arts and Sciences Communication Committee, 1998-1999. This committee developed communication-related learning outcomes for students in the College of Arts and Sciences.

Member, College of Arts and Sciences Planning and Curriculum Committee: 1995-1996.

Additional Service to the University

Academic Director, Summer in Seattle Freshman Orientation program. 2005 to 2016.
Helped to develop, organize, and deliver two-day summer orientation programs for incoming Freshman and their parents.

Member, Associate Provost for Enrollment Management Search Committee, 2005.

Member, Jesuit Colleagues Planning Committee, 2004-present.

Member, Arts and Sciences Academic Advisor Search Committee, 2004.

Facilitator, Sullivan Scholars Selection Committee. Led annual sessions on how to evaluate student presentations, 2001-present.

Discussion Facilitator, Parents Weekend Academic Keynote, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2008, 2009, 2011, 2012, 2013. Keynote speaker: 2001.

Elected Member, Council of the Assembly of the College of Arts and Sciences: 1995-1998. Vice-President of the Council: 1996-1997.

Interim Debate Coach: March-July 1996.

Search Committee Member, Debate/speech coach search conducted by Student Development: Summer 1996.

Advisor, College of Arts and Sciences Executive Committee: 1994-1995. Developed and presented procedural recommendations for developing a College Mission Statement.

Hike Leader, Freshman Orientation, 1999, 2000, 2001, 2002, 2003.

Faculty Participant and Hike Leader, Outdoor Experience: 1993, 1994, 1996, 1997.

Academic Keynote Speaker: 1997.

Step-Ahead Advisor: 1993, 1994, 1995, 1996, 1997.

Member, Senior Speaker Selection Committee: 1995, 1996, 1997.

Coach/Advisor, Senior Commencement Speaker, 1996, 1997, 2002, 2003, 2004.

Participant, Community College Outreach Project: 1993.

Selected On-Campus Service Presentations

“Faculty-Driven Assessment.” Provost’s Convocation, May 20, 2009.

“Getting the Most from Advising.” Freshman registration assembly, 2004.

“Keys to Academic Success.” Presentations to freshman during Academic Week: 2001, 2002, 2003, 2004.

“The Academic Adventure.” Presentation to Accepted Student Open House, 2004.

"Designing Effective Presentations." Presentations to Science and Engineering Senior Synthesis courses. 2000, 2001, 2002, 2003, 2004, 2005. Dr. Bob Heeren, Dr. Mara Rempe.

"Teaching with Powerpoint." Presentation to faculty Digital Media seminar, 2002.
Academic Keynote Speaker, Parents Weekend, 2001.

"Effective Presentations with Powerpoint." Presentation for Sociology Department Senior Synthesis course: 1997. Dr. Madeline Lovell.

"Effective Teaching Presentations." Lectures and workshops for Institute on Humanities and Family Structure/Institute for Character Development: 1995, 1996, 1997. Fr. Robert Spitzer

"Strategic Public Speaking" Seminar for Center for Leadership and Activities for Students: 1995. Kathy Courtney/Dr. Hank Durand.

"Presenting at Conferences." Presentation to students preparing for National Undergraduate Research Conference: 1994, 1995, 1996. Dr. John Meany.

Presentations to Seattle University Toastmaster's Club: 1995, 2001, 2003.

New Faculty Orientation: 1993

Service to the Community and Profession

Volunteer Instructor, People's Learning Center, 2000-2012. Teaching public speaking classes to low income and minority adults at a free school in the Central District and Beacon Hill. Georgia Rogers, Director.

President, Association of Jesuit Colleges and Universities Communication Conference, July 2003-July 2004. Convention planner and host, 2003.

Presenter, "Re-envisioning the PhD." University of Washington. 2003.

Local Host Committee, National Communication Association Annual Convention, Seattle, WA, November 2000. Coordinated student volunteers and managed the paper distribution center for the conference of 4000.

Volunteer Instructor, Goodwill Community Learning Center: 1993-2000. Teaching Public Speaking classes twice a month. Pat Russell, Director.

Presenter, New Graduate Student Orientation, Department of Speech Communication, University of Washington, Sept. 26, 1996. Dr. Ann Staton.

Presenter, Centerpoint Institute session on "Teaching as a Career," June 19, 1996. Laura Shope.

Tournament Control Staff/Debate Manager, Lewis and Clark College Forensics Tournament: 1994, 1995, 1996. Dr. Steven Hunt

Media Resource: 1992-Present. On-call through University Relations to local media. Frequently interviewed regarding political debates and major public speeches by local television and radio stations. Paul Blake.

Host, Northwest Forensics Conference Fall Meeting, 1995. Dr. Brent Northup,
Carroll College.

Participant, Washington Citizens for Fairness Language Strategies Think Tank: 1993.

TEACHING:

Teaching Interests: Public Speaking, Rhetorical Theory and Criticism, Culture and Communication, Persuasion, Argumentation. My teaching interests are focused on undergraduate education, with a particular emphasis on preparing students to be thoughtful and articulate advocates for their beliefs.

Courses Taught At Seattle University

CMME 3101: Rhetoric and Society (Major Requirement).

Introductory course in rhetoric, with foci on the role of rhetoric in shaping social thought and action and in analyzing rhetorical action.

CMJR 205/2050: Messages in Action (Major Requirement).

Introductory course for Communication Studies, Journalism, and Public Relations majors. Teaches students to understand principles of message design and analysis. Unique course not taught elsewhere.

CMJR 230: Public Speaking (Major Requirement).

Introductory public speaking class. Theory plus intensive practice and application, with each student giving five speeches during quarter.

CMJR 290: Dynamics of Communication (Major Requirement).

Introductory Communication Theories course. Not part of my normal teaching load, but taught as fill-in professor following Sharon James' illness and death.

CMJR 331/350: Persuasion (Major Requirement).

Theories and analysis of persuasive messages, social influence and ethics of persuasion. First class in advanced rhetoric sequence (with COM 431 & 490)

CMJR 392: Advanced Public Speaking.

Advanced work in public speaking, with emphasis on adapting to different audiences and speech genres. Intensive workshop course.

CMJR 391: Coaching Speaking.

Advanced course in assisting others in developing and delivering effective speeches and presentations. Intensive workshop course.

CMJR 431: Communication & Motives/Advanced Rhetorical Theory.

Advanced rhetorical theory and criticism class built around historical survey of major rhetorical theories from ancient Greeks to present. Emphasis on understanding the interdependence of rhetorical theories and social/cultural dynamics. Application of theories as critical tools to understand public discourse. Second course in advanced rhetoric sequence.

CMJR 480: Reading Television (Core Interdisciplinary).

Critical analysis of television messages and influence. Combines historic, technological, sociological, rhetorical, Marxist, and literary approaches.

CMJR 490: Advocacy & Social Change (Core Sr. Synthesis).

Examination of the use of communication for creating social change. Study of theories, practice, and ethics of social protest, extensive examination of case studies from American history (especially the Civil Rights Movement of 1954-1970), and application to current issues. Students conduct off-campus social advocacy projects during the course, attempting to use their communication skills to enact change.

CMJR 480: International Communication-China, Tibet (Study abroad, Core Interdisciplinary).

Seminar series and intensive field experience for a study abroad program to Asia. Themes covered include: intercultural communication, press and speech freedom in China, institutional political advocacy campaign rhetoric, liberation rhetoric (Tibet).