MMC 5935, Topics in Communications: Rhetorical Strategies in Speech Communication, is offered for three graduate credit hours by the University of North Florida.

Using Aristotelian theory which is primarily audience based, this course will investigate the speech transaction. Through readings, lectures, presentation, etc., the student should gain a better understanding of the communication process; and thus, have the resources to continue in the field as both a rhetor and a rhetorician.

Areas of investigation include, but are not limited to the following: audience analysis, message formation, persuasive and informative techniques, credibility, listening, nonverbal communication, oral interpretation, group discussion, etc.

You will be required to demonstrate your understanding and competence through individual presentations, papers, readings, group presentations, analysis, etc.

Attendance is required for the learning of rhetorical theory and communication skill involves listening to discourse and participating in discussion.

The text for the course is Communication: Concepts and Contexts by James B. Benjamin. Readings from other sources will be assigned when appropriate.

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