



“Experience becomes possible because of language.”

—Noam Chomsky

Speech defines us as human. Effective speaking (and listening) are critical to nearly all our endeavors. Yet who among us couldn't learn to speak more effectively? When people rank their deepest fears, public speaking usually tops the list.

In our Speech Communication program, you'll learn how good oral communication enhances relationships, builds cultural understanding, and promotes successful careers. The program's theoretical approach and practical training will help you master the world's oldest academic discipline. As a communications generalist, you'll be prepared for a broad range of careers and graduate education programs, including law school. We emphasize critical thinking and research, close student-faculty interactions, and the integration of theory and practice.

Beyond professional development, the speech communication degree path produces reflective citizens who are able to contribute thoughtfully and constructively to the worlds they inhabit.

## Degree Programs

- **Bachelor of Science in Speech Communication**
- **Bachelor of Arts in Speech Communication**  
(BA and BS Speech Communication offer emphases in organizational communication, communication studies, and pre-law)
- **Bachelor of Arts in Liberal Studies: Speech Communication**
- **Minor in Organizational Communication**
- **Minor in Speech Communication**
- **Certificate of Professional Communication**
- **Content Emphasis on Speech** (for BSEd Elementary Education)

## Career Opportunities

Study to become an . . .	Begin your career in . . .
Activist	Corporate communication
Attorney*	Hospital communication
Campaign director	Human resources
Governmental press secretary	Public relations
Mediator	Social services
Ministry	Speech pathology
Speech writer	Teaching
Teacher	

\*further education required

## Explore Courses that Jump-start Your Career

### Critiquing the persuaders

In the age of pervasive advertising and media messaging, it's essential to become a critical media consumer. The **Persuasion** course will help. You will examine the persuasive influence of the media, explore the variables and contexts of persuasion (e.g., message characteristics and advertising) and learn to become an ethical persuader.

### Nonverbal and interpersonal communication

Researchers say physical cues like posture and facial expression constitute half of the information we convey in face-to-face encounters. The program's **Nonverbal Communication** and **Interpersonal Communication** classes will help you figure out what might be going on.

### "I have a dream . . ."

When Martin Luther King stood on the steps of the Lincoln Memorial in 1963 to deliver the most famous public speech of the 20th Century, racial segregation was still alive and well in the United States. How can speech become an instrument of social change? **Communication in Contemporary Affairs** and **American Political Communication** courses provide answers to this and other important questions.

### Putting it all together

The **Capstone** course will give you an opportunity to work with other students to develop an integrated understanding of how communication works outside the classroom. You'll design and carry out your own real world research project.

## Participate!

The **Forensics Team** is a nationally-ranked, intercollegiate speech and debate team that encourages academic and intellectual growth through research, practice, and competition.

Two intercollegiate honor societies for speech communication students, **Lambda Pi Eta** and **Sigma Rho-Tau Kappa Alpha**, have chapters on campus. Members of the university's Speech Communication Association present papers at professional meetings and provide service related to speech activities in the School of Communication.

## Study Abroad

Study for a summer, a semester, or an academic year in universities around the globe. We provide international education opportunities for all academically qualified students. Start your travel planning with a visit to [nau.edu/international](http://nau.edu/international).

## Finish in Four

Stay on a four-year track to your degree and save money in the process. The university guarantees that you will have access to the courses you'll need to graduate on time. Visit [nau.edu/finishinfour](http://nau.edu/finishinfour).