

RHETORIC, INFLUENCE, AND CIVIC ENGAGEMENT

If you are interested in a career in leadership and/or civic engagement, our new Rhetoric, Influence, and Civic Engagement degree program provides a helpful path for you. To hone the craft of communication, the root is a good place to start. This program focuses on the origins of the field of communication, from the Western tradition going back 2,500 years beginning with Socrates, and then extending that foundation of rhetoric to its application of persuasion and civic engagement. Argumentation (and persuasion) were the epitome of education, based on the idea that those who held the power of persuasion held the power of the society. In fact, the roots of our modern education can be traced to Quintilian, a Roman rhetorician, who formed the first formal educational curriculum and theory.

fast facts

Credit hours: 48

Students must also take 30 credit hours of General Studies courses. A total of 120 credit hours are needed to graduate from WSC. Additional majors or minors can be added to help meet graduation requirements.

Degree options: B.A. or B.S.

Department: Communication Arts

School: Arts and Humanities

Popular pairings: Agricultural Communication and Leadership, Intercultural Workplace Communication, Interpersonal and Applied Communication, Journalism, Organizational Leadership and Public Relations, Political Science, Pre-Law, Promotion and Media, Public and Global Health

focus on results

Skills Learned

- Ethical and effective techniques in argumentation and rhetoric
- Interpersonal and group communication
- Listening, interviewing, and research
- Interpersonal and public communication
- Speech delivery and public speaking
- Strategies in generating social awareness
- Critical thinking and reasoning
- Persuasion, argumentation, and advocacy
- Leadership styles and attitudes

Possible Careers

- Lawyer
- Public policy manager
- Public information officer
- City council member
- Government official
- Event planning

Types of Employers

- Large businesses and corporations
- Political campaigns
- Marketing/advertising agencies
- Government offices
- Community programs
- Non-profit organizations
- Schools, colleges, and universities
- Law firms

outside the classroom

Activities/Opportunities

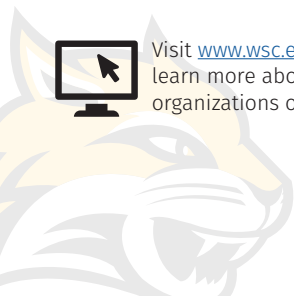
- Career Scholars Program
- Communication workshops and conferences
- Peer mentoring and tutoring
- Service-Learning
- Study Abroad

Clubs/Organizations

- Civic Leadership at Wayne State (CLAWS)
- Forensics Team
- Lambda Pi Eta (*national honor society for communication majors*)
- Legal Minds
- PR in Action
- Student Senate



Visit www.wsc.edu/clubs to learn more about clubs and organizations on campus.



Courses and outcomes

2026-27 Academic Year

The following courses are required for the program of study described on this sheet. Every effort is made to ensure this information is current, but please be aware that some content may have changed. To develop a plan for registering and taking these courses, please consult the current academic catalog and your advisor.

Program courses

General Studies Requirement

Take CNA 100 Principles of Human Communication for CAT 2. Students may take up to 3 credits of CNA 240/440 Intercollegiate Forensics to apply to the electives for this concentration.

Communication Studies Core Courses

CNA 346 Organizational Communication I.....	3
CNA 442 Communication and Rhetorical Theory.....	3
CNA 455 Senior Seminar in Communication Arts.....	3
Select one of the following.....	3
CNA 201 Small Group Communication (3)	
CNA 210 Interpersonal Communication (3)	

Rhetoric, Influence, and Civic Engagement Concentration

CNA 252 Public Address.....	3	Choose from the following electives.....	12
CNA 302 Language and Human Behavior.....	3	CNA 140/240/440 Intercollegiate Forensics (0-3)	
CNA 317 Argumentation.....	3	CNA 263 Introduction to Mass Communication (3)	
CNA 342 Persuasion.....	3	CNA 280 News Writing (3)	
CNA 345 Rhetorical Criticism.....	3	CNA 302 Language and Human Behavior (3)	
Choose from the following electives.....	9	CNA 303 Environmental Communication (3)	
CNA 240 Intercollegiate Forensics (0-3)		CNA 318 Directing (3)	
CNA 284 Film Criticism (3)		CNA 322 Children's Theatre (3) or CNA 339/439 Musical Theatre (3)	
CNA 303 Environmental Communication (3)		CNA 333 American Theatre (3) or CNA 386 Modern World Drama (3)	
CNA 352 Organizational Presentations (3)		CNA 337 Costumes and Make Up for the Stage and Screen (3)	
CNA 436 The Dark Side of Interpersonal Relationships (3)		CNA 342 Persuasion (3)	
CNA 440 Intercollegiate Forensics (0-3)		CNA 345 Rhetorical Criticism (3)	
CNA 457 Special Topics in Communication (3)		CNA 352 Organizational Presentations (3)	
CNA 459 Organizational Leadership (3)		CNA 374 Public Relations (3)	
CNA 460 Leadership Theory (3)		CNA 382 Movement Specialties: Combat for the Stage and Screen (3)	
CNA 471 Mass Media and Society (3)		CNA 419 Advanced Directing (3)	
CNA 478 Communication Ethics (3)		CNA 426 Public Relations through Social Media (3)	
POS 425 Rights and Liberties (3)		CNA 431 Advanced Design (3)	
		CNA 443 Theatre Management (3)	
		CNA 450 Media Design Applications (3)	
		CNA 452 Public Relations Case Studies (3)	
		CNA 453 Integrated Brand Promotion (3)	
		CNA 457 Special Topics in Communication (3)	
		CNA 459 Organizational Leadership (3)	
		CNA 460 Leadership Theory (3)	
		CNA 462 Communication Research Methods (3)	
		CNA 465 Qualitative Research Design (3)	
		CNA 467 Intercultural Communication (3)	
		CNA 470 Family Communication (3)	
		CNA 471 Mass Media and Society (3)	
		CNA 475 Communication Law (3)	

Student learning outcomes

1. Demonstrate knowledge of the basic concepts of interpersonal communication, public address, communication theory, organizational communication, and argumentation. Students demonstrate knowledge through exams, written materials, theatre performances, and classroom projects.
2. Demonstrate communication skill through student presentations in theatre productions, acting, workshops, forensics, interpersonal, small group, argumentation, public speaking, public relations, leadership, and organizational communication classes.
3. Demonstrate application of communication studies and theatre arts through participation in workshops, forensics, internships, service-learning projects, communication conference participation, and senior portfolio development.

communication arts faculty



Visit www.wsc.edu/communication-arts-department to learn more about the Department of Communication Arts.

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