

Communication and Social Influence BA

Overview

Utilizing Temple's unique setting as an urban institution, the **Bachelor of Arts in Communication and Social Influence (CSI)**, which is offered by the Department of Communication and Social Influence, prepares students to be public communication leaders in urban settings defined by their civic engagement, risk and conflict management. The civic engagement area focuses on communication of socio-political activities and community advocacy. The risk area deals with communication about health, science, environment, and security. The conflict area focuses on community, institutional, organizational, and conflict analyses and appropriate conflict management. Infused across these areas is a core aspect of urban environments—social justice and diversity. The Communication and Social Influence major shapes tomorrow's communication professionals who wish to help bring about positive social change, and prepares students for law school and graduate programs, as well as working in the public, private and non-profit sectors.

An optional concentration in International Communication is available for this major.

Campus Location: Main

Program Code: CO-CSI-BA

Contact Information

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Learn more about the Bachelor of Arts in Communication and Social Influence.

These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives to view the requirements for their Bulletin year.

Summary of Requirements

The degree of Bachelor of Arts may be conferred upon a student majoring in Communication and Social Influence by the recommendation of the faculty and upon satisfactory completion of a minimum of 124 semester hours of credit with a cumulative grade point average of 2.0 overall and in the major.

Students must meet:

- University requirements:
 - All students are required to complete the General Education (GenEd) curriculum.
 - All students must take a minimum of two writing-intensive courses in their major at Temple University. The specific writing-intensive course options for this major are CSI 2296, CSI 2696, CSI 3296, and CSI 3896.
- Lew Klein College of Media and Communication requirements, including KLN 1001 and KLN 1002.
- Minimum 45 credit hours in Communication and Social Influence.
- Maximum 59 credit hours may be taken in Communication and Social Influence courses.
- A grade of C- or higher must be attained in all required Communication and Social Influence courses.
- No more than 12 semester hours of transfer credits may be applied to Communication and Social Influence requirements.
- No more than 8 credits may be taken in Kinesiology and Dance activities courses.

Communication and Social Influence Requirements

Code	Title	Credit Hours
CSI Core Courses		
CSI 1111 or CSI 1911	Introduction to Public Speaking Honors Introduction to Public Speaking	3
CSI 1112	Introduction to Communication and Social Influence	3
CSI 1113	Persuasion	3

CSI 2111	Argumentation and Advocacy	3
CSI 2112	Social Influence Inquiry	3

Subject Areas

Select six courses from the three subject areas of Civic Engagement, Conflict Communication, and Risk Communication. 18

One course in each of the three subject areas (9 credits)

Three other courses in any subject areas (9 credits)

Course levels for the six subject area courses should be selected as follows:

One 1000-level course

Two 2000-level courses ¹

Two 3000-level courses ¹

One 4000-level course

Civic Engagement Courses

CSI 1201 Communication and Civic Engagement

CSI 2201 The Meaningful Enjoyment of Civic Life

CSI 2296 Resistance, Protests, and Social Movements (WI)

CSI 3201 Rhetoric and Civic Culture

CSI 3296 Speechwriting (WI)

CSI 4201 Communication, Attitudes, and Opinion

Conflict Communication Courses

CSI 1401 Conflict and Communication Behavior

CSI 2401 Intercultural and Cross Cultural Conflict

CSI 2403 Civil Disobedience

CSI 3401 Social Activism and Community Organizing

CSI 3402 Conflict and Influence: Identity, Emotion and Power

CSI 4402 Multiparty Conflict Processes: Dialogue, Facilitation and Multiparty Mediation

Risk Communication Courses

CSI 1601 Communication and Behavior Change

CSI 2602 Rhetoric of Hate and Violence

CSI 2696 Risk Communication (WI)

CSI 3601 Misperceptions and Misinformation

CSI 3602 Communicating Science in Today's World

CSI 4601 Narrative Persuasion

Supporting Areas

At least 1 culture course 3

CSI 3701 Intercultural Communication

CSI 3702 Communication, Culture and Identity

At least 1 method course 3

CSI 3801 Social Science Research Methods of Social Influence

CSI 3896 Rhetorical Criticism (WI)

Experience Course

Select one of the following: 3

CSI 3085 Study Away Internship

CSI 3185 Internship

CSI 3187 Practicum

CSI 3191 Directed Research

Senior Seminar

CSI 4111 Senior Seminar 3

Total Credit Hours**45**

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If CSI 3896 is selected as the method course, one writing-intensive (WI) course must be selected from among the subject area course choices. If CSI 3896 is not selected, then two WI courses must be selected.

Suggested Academic Plan

Please note that this is a **suggested** academic plan. Depending on your situation, your academic plan may look different.

Bachelor of Arts in Communication and Social Influence

Suggested Plan for New Students Starting in the 2023-2024 Academic Year

Year 1		Credit Hours
Fall		
CSI 1111 or CSI 1911	Introduction to Public Speaking or Honors Introduction to Public Speaking	3
CSI 1112	Introduction to Communication and Social Influence	3
ENG 0802 or ENG 0812 or ENG 0902	Analytical Reading and Writing or Analytical Reading and Writing: ESL or Honors Writing About Literature	4
GenEd Quantitative Literacy Course ^{GQ}		4
KLN 1001	Klein First-Year Seminar	1
Credit Hours		15
Spring		
CSI 1113	Persuasion	3
CSI 2111	Argumentation and Advocacy	3
KLN 1002	Klein College Introduction to Professional Development	1
IH 0851 or IH 0951	Intellectual Heritage I: The Good Life or Honors Intellectual Heritage I: The Good Life	3
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		16
Year 2		
Fall		
CSI 2112	Social Influence Inquiry	3
CSI 1000-level Subject Area Course		3
CSI 2000-level Subject Area Course ¹		3
IH 0852 or IH 0952	Intellectual Heritage II: The Common Good or Honors Intellectual Heritage II: The Common Good	3
GenEd Breadth Course		3
Credit Hours		15
Spring		
CSI 2000-level Subject Area Course ¹		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Electives		6
Credit Hours		15
Year 3		
Fall		
CSI 3000-level Subject Area Course ¹		3
CSI 3000-level Subject Area Course ¹		3
CSI Supporting Area Course (Method)		3
Electives		6
Credit Hours		15
Spring		
CSI Supporting Area Course (Culture)		3
CSI Experience Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3

Electives		4
Credit Hours		16
Year 4		
Fall		
CSI 4000-level Subject Area Course		3
Electives		13
Credit Hours		16
Spring		
CSI 4111	Senior Seminar	3
Electives		13
Credit Hours		16
Total Credit Hours		124

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If CSI 3896 is selected as the method course, one writing-intensive (WI) course must be selected from among the subject area course choices. If CSI 3896 is not selected, then two WI courses must be selected.

Optional Concentration

The **optional International Communication Concentration (ICC)** provides a theoretical and practical education in international and intercultural communication and media. This program allows students to develop sought-after competencies in cultural sensitivity and intercultural communication skills by encouraging students to reflect on their own cultural lenses. Students participating in the ICC program will be exposed to multiple international perspectives through internationally- and interculturally-oriented courses offered on Temple's domestic campuses and may be supplemented with study abroad coursework.

This concentration is restricted to Klein students only.

Requirements

To earn the International Communication Concentration transcript notation, a student must successfully complete a total of 18-20 credits of International / Intercultural studies courses, a maximum 9 credits of which may come from courses transferred into Temple, across 3 areas. Each course that fulfills a requirement for the concentration must be passed with a C- or better.

Code	Title	Credit Hours
Common Course		
Select one of the following:		3
CSI 3701	Intercultural Communication	
CSI 3703	Intercultural Communication in the Workplace	
Klein International/Intercultural courses		
Select three of the following:		9
Any ADV, CMST, CSI, JRN, MSP, or PR courses taken as part of a Klein Global Opportunities Program, or at a Temple University Overseas Campus (e.g., Temple Rome or Temple Japan)		
Any ADV, CMST, CSI, JRN, MSP, or PR Internship completed as part of a Klein Global Opportunities International Program		
CSI 2401	Intercultural and Cross Cultural Conflict	
CSI 3702	Communication, Culture and Identity	
CSI 3703	Intercultural Communication in the Workplace (if not used to fulfill common course requirement above)	
JRN 3254	International Reporting	
JRN 3706	Journalism and Globalization	
MSP 3471	Media and Cultural Differences	
MSP 3572	Communication and Development	
MSP 4453	Information Society	
MSP 4496	Global Media	
PR 2672	Global Communication and Leadership	

International/Intercultural Electives outside of Klein

Note: Satisfying the GenEd World Society requirement by completing a Study Abroad does not also satisfy this requirement.

Choose any two (2) courses of the following:

Up to any two foreign language courses

Any non-Klein courses at the 2000-level or higher taken in a Klein Global Opportunities Int'l Program, or at a Temple University Overseas Campus (e.g., Temple Rome or Temple Japan)

Any non-Klein internship taken in a Klein Global Opportunities International Program

Anthropology

ANTH 2238 Visual Anthropology of Modern Japan

or ASST 2238 Visual Anthropology of Modern Japan

ANTH 2374 The Anthropology of Modern China

or ASST 2374 The Anthropology of Modern China

ANTH 2361 Peoples of Latin America

or LAS 2361 Peoples of Latin America

ANTH 2362 Peoples and Cultures of the Caribbean

or LAS 2362 Peoples and Cultures of the Caribbean

Art History

ARTH 2102

ARTH 2105 Roman Art and Archaeology

ARTH 2129 Greek and Roman Sculpture

ARTH 2431 Early Modern Italy and Spain in the 17th Century

ARTH 2432 Northern and Global Baroque Art: Art in the Age of Rubens, Rembrandt, Vermeer

ARTH 2543 Transnational Impressionisms

ARTH 2642 Modern Art, 1900-1945

ARTH 2868 Arts of Asia

ARTH 1003 History of Art in Rome (Study Abroad - Rome)

ARTH 2135 Art and Culture in Ancient Rome (Study Abroad - Rome)

ARTH 2428 Wonders of Rome: Art and Culture of the Baroque Era (Study Abroad - Rome)

ARTH 2622 Galleries and Studios of Rome (Study Abroad - Rome)

ARTH 1801 Arts of Asia (Study Abroad - Japan)

ARTH 2815 Pre-Modern Japanese Art up to the Edo Period (Study Abroad - Japan)

Asian Studies

ASST 2001 Practical Asian Society and Culture

ASST 2011 Survey of Japanese Literature Before 1868

ASST 2015 Tokyo in Literature and Film

or JPNS 2015 Tokyo in Literature and Film

ASST 2021 Japanese Literature in Film

or JPNS 2021 Japanese Literature in Film

ASST 2351 Japan in a Changing World

ASST 2367 South Asia: Peoples, Culture, Experiences

ASST 2373 Japanese Culture

or ANTH 2373 Japanese Culture

ASST 2503 Introduction to Southeast Asia: Insular

ASST 2504 Introduction to Southeast Asia: Mainland

ASST 2511 Introduction to Asian Business

ASST 3247 Ideology and Social Change in Japan

or SOC 3247 Ideology and Social Change in Japan

ASST 3251 China: State and Society

or POLS 3251 China: State and Society

ASST 3522 Contemporary China

or HIST 3522 Contemporary China

ASST 3541 Japan Today

or HIST 3541 Japan Today

ASST 3542 Women and Society in Japan

or HIST 3542 Women and Society in Japan

Film & Media Arts

FMA 4673	International Cinema
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Geography & Urban Studies

GUS 2032	Urban Systems in a Global Economy
GUS 2073	African Development
GUS 2074	East and South Asia
or ASST 2074	Geography of East and South Asia
GUS 3021	International Urbanization
GUS 3052	Environmental Problems in Asia
or ASST 3052	Environmental Problems in Asia
or ENST 3052	Environmental Problems in Asia
GUS 3073	Geography of Travel and Tourism
GUS 3307	Transportation & Culture

History

HIST 2303	History of Central Europe, 1618-1871
HIST 2317	Central Europe Through Wars and Revolution, 1848-1989
HIST 2501	Introduction to East Asia: China
or ASST 2501	Introduction to East Asia: China
HIST 2502	Introduction to East Asia: Japan
or ASST 2502	Introduction to East Asia: Japan
HIST 2503	Introduction to Southeast Asia: Insular
or ASST 2503	Introduction to Southeast Asia: Insular
HIST 2504	Introduction to Southeast Asia: Mainland
or ASST 2504	Introduction to Southeast Asia: Mainland
HIST 2511	Introduction to African History
HIST 2514	Introduction to Latin America
HIST 2515	Civilization and Modernity in the Caribbean
or LAS 2515	Civilization and Modernity in the Caribbean
HIST 2516	Modern Islamic History
HIST 2611	Third World Issues through Film
HIST 3321	Irish History
HIST 3331	History of England
HIST 3362	Russia: Nationality and Empire
HIST 3363	Russia: Revolution, State, and Empire
HIST 3511	Southern Africa: A History
HIST 3521	The Chinese Revolution
HIST 3531	Modern India
HIST 3551	History of Vietnam
HIST 3561	History of Brazil
or LAS 3561	History of Brazil
HIST 3562	Contemporary Mexico
or LAS 3562	Contemporary Mexico
HIST 3571	Israel: History, Politics and Society
HIST 3572	Modern Middle East
HIST 3675	Third World Women's Lives

Jewish Studies

JST 2706	Jewish Diaspora/Survey of Jewish History
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Latin American Studies

LAS 2101	Latin America through Film and Fiction
LAS 2231	Comparative Political Systems in Latin America
LAS 2502	Fundamentals of Latin American Business
or IB 2502	Fundamentals of Latin American Business

LAS 2514	Historical Continuity and Social Change in Latin America
LAS 3267	Sociology of Music: Nation, Race, Class and Gender in Argentina and Brazil
LAS 3601	"Other Voices" in Latin American Literature
LAS 3602	Caribbean Literature and Culture
LAS 3801	African Culture in Brazil
Political Science	
POLS 2211	Contemporary Politics of Europe
POLS 2212	Eastern Europe, Russia and the West
POLS 2231	Comparative Political Systems in Latin America
POLS 2255	Comparative Public Policy
POLS 2314	Politics of International Law
POLS 2321	Politics of the Global Economy
POLS 2331	International Organization
POLS 3212	British Government and Politics
POLS 3241	Mideast Politics
POLS 3252	East Asia and the United States
or ASST 3252	East Asia and the United States
POLS 3265	International Environmental Policy
or ENST 3265	International Environmental Policy
Religion	
REL 2002	Religion and Human Sexuality
REL 2007	Religion in Film
REL 2101	Indian Philosophies and Religions
or ASST 2101	Religions of India
REL 2102	Introduction to Buddhism
or ASST 2102	Introduction to Buddhism
REL 2201	Chinese Religions - Confucius to Mao
REL 2301	Zen Buddhism
or ASST 2301	Zen Buddhism
REL 2403	Introduction to Judaism
or JST 2403	Introduction to Judaism
REL 2447	Kabbalah and Mysticism
or JST 2447	Kabbalah and Mysticism
REL 2502	Jesus in the Media
REL 2606	Introduction to Islam
REL 2702	Religion in Contemporary Africa
REL 3011	Monks, Masters, and Magicians: Religion in Premodern Chinese Literature
or ASST 3011	Monks, Masters, and Magicians: Religion in Premodern Chinese Literature
REL 3201	I-Ching, Tao, and Ch'an/Zen
or ASST 3201	I-Ching, Tao, and Ch'an/Zen
REL 3301	Japanese Religions
or ASST 3301	Japanese Religions
REL 3411	The Philosophies of Judaism
or JST 3411	The Philosophies of Judaism
REL 3601	The Islamic State
REL 3602	Women in Islam
REL 3603	Islamic Mysticism
REL 3702	African Religions and New World Culture

Total Credit Hours

18-20

Contact Information

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