

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:

1. 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.
2. Lew Klein College of Media and Communication requirements, including KLN 1001 and KLN 1002.
3. Minimum 45 credit hours in Communication and Social Influence.
4. Maximum 59 credit hours may be taken in Communication and Social Influence courses.
5. A grade of C- or higher must be attained in all required Communication and Social Influence courses.
6. No more than 12 semester hours of transfer credits may be applied to Communication and Social Influence requirements.
7. 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			
Fall			Credit Hours
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:

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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 or ASST 2238	Visual Anthropology of Modern Japan Visual Anthropology of Modern Japan
ANTH 2374 or ASST 2374	The Anthropology of Modern China The Anthropology of Modern China
ANTH 2361 or LAS 2361	Peoples of Latin America Peoples of Latin America
ANTH 2362 or LAS 2362	Peoples and Cultures of the Caribbean 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 or JPNS 2015	Tokyo in Literature and Film Tokyo in Literature and Film
ASST 2021 or JPNS 2021	Japanese Literature in Film Japanese Literature in Film
ASST 2351	Japan in a Changing World
ASST 2367	South Asia: Peoples, Culture, Experiences
ASST 2373 or ANTH 2373	Japanese Culture Japanese Culture
ASST 2503	Introduction to Southeast Asia: Insular
ASST 2504	Introduction to Southeast Asia: Mainland
ASST 2511	Introduction to Asian Business
ASST 3247 or SOC 3247	Ideology and Social Change in Japan Ideology and Social Change in Japan
ASST 3251 or POLS 3251	China: State and Society China: State and Society
ASST 3522 or HIST 3522	Contemporary China Contemporary China
ASST 3541 or HIST 3541	Japan Today Japan Today
ASST 3542 or HIST 3542	Women and Society in Japan 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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