Bachelor of Arts in Communication and Social Influence

The Communication and Social Influence (CSI) major prepares students to be public communication leaders in urban settings defined by their civic engagement, risk, and conflict management. Each student becomes an expert in one of these three areas and has familiarity with all of them. 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—diversity. Intercultural communication is a strong emphasis of this major. The Communication and Social Influence major shapes tomorrow's communication professionals who wish to help bring about positive social change.

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.
2. Lew Klein College of Media and Communication requirements, including KLN 1001.
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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSI 1111</td>
<td>Introduction to Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>or CSI 1911</td>
<td>Honors Introduction to Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>CSI 1112</td>
<td>Introduction to Communication and Social Influence</td>
<td>3</td>
</tr>
<tr>
<td>CSI 1113</td>
<td>Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>CSI 2111</td>
<td>Argumentation and Advocacy</td>
<td>3</td>
</tr>
<tr>
<td>CSI 2112</td>
<td>Social Influence Inquiry</td>
<td>3</td>
</tr>
</tbody>
</table>

Subject Areas

At least 4 courses in primary subject area (Civic Engagement, Conflict Communication, or Risk Communication) 12
At least 1 course in each of the two other subject areas 6

Civic Engagement Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSI 1201</td>
<td>Communication and Civic Engagement</td>
</tr>
<tr>
<td>CSI 2201</td>
<td>The Meaningful Enjoyment of Civic Life</td>
</tr>
<tr>
<td>CSI 2296</td>
<td>Resistance, Protests, and Social Movements (WI)</td>
</tr>
<tr>
<td>CSI 3201</td>
<td>Rhetoric and Civic Culture</td>
</tr>
<tr>
<td>CSI 3296</td>
<td>Speechwriting (WI)</td>
</tr>
<tr>
<td>CSI 4201</td>
<td>Communication, Attitudes, and Opinion</td>
</tr>
</tbody>
</table>

Conflict Communication Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSI 1401</td>
<td>Conflict and Communication Behavior</td>
</tr>
<tr>
<td>CSI 2401</td>
<td>Intercultural and Cross Cultural Conflict</td>
</tr>
<tr>
<td>CSI 2403</td>
<td>Civil Disobedience</td>
</tr>
<tr>
<td>CSI 3401</td>
<td>Urban Organizing</td>
</tr>
<tr>
<td>CSI 3402</td>
<td>Conflict and Influence: Identity, Emotion and Power</td>
</tr>
</tbody>
</table>
Bachelor of Arts in Communication and Social Influence

Risk Communication Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSI 1601</td>
<td>Communication and Behavior Change</td>
</tr>
<tr>
<td>CSI 2602</td>
<td>Rhetoric of Hate and Violence</td>
</tr>
<tr>
<td>CSI 2696</td>
<td>Risk Communication (WI)</td>
</tr>
<tr>
<td>CSI 3601</td>
<td>Misperceptions and Misinformation</td>
</tr>
<tr>
<td>CSI 3602</td>
<td>Rhetoric of Science</td>
</tr>
<tr>
<td>CSI 4601</td>
<td>Narrative Persuasion</td>
</tr>
</tbody>
</table>

Supporting Areas

At least 1 culture course

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSI 3701</td>
<td>Intercultural Communication</td>
</tr>
<tr>
<td>CSI 3702</td>
<td>Communication, Culture and Identity</td>
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</table>

At least 1 method course

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>CSI 3801</td>
<td>Social Science Research Methods of Social Influence</td>
</tr>
<tr>
<td>CSI 3896</td>
<td>Rhetorical Criticism (WI)</td>
</tr>
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</table>

Experience Course

Select one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>CSI 3085</td>
<td>Study Away Internship</td>
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<tr>
<td>CSI 3185</td>
<td>Internship</td>
</tr>
<tr>
<td>CSI 3187</td>
<td>Practicum</td>
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<tr>
<td>CSI 3191</td>
<td>Directed Research</td>
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</table>

Senior Seminar

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSI 4111</td>
<td>Senior Seminar</td>
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</tbody>
</table>

Total Credit Hours

45

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

Requirements for New Students starting in the 2020-2021 Academic Year

Year 1

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Fall</th>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>CSI 1111 or 1911</td>
<td>Introduction to Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CSI 1112</td>
<td>Introduction to Communication and Social Influence</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ENG 0802, 0812, or 0902</td>
<td>Analytical Reading and Writing [GW]</td>
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<td></td>
<td></td>
<td>GenEd Quantitative Literacy Course [GQ]</td>
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<td>4</td>
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<td></td>
<td></td>
<td>KLN 1001</td>
<td>Klein First-Year Seminar</td>
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<td></td>
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<td>Term Credit Hours</td>
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<td>15</td>
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<table>
<thead>
<tr>
<th>Year 1</th>
<th>Spring</th>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>CSI 1113</td>
<td>Persuasion</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CSI 2111</td>
<td>Argumentation and Advocacy</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>IH 0851 or 0951</td>
<td>Intellectual Heritage I: The Good Life [GY]</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>GenEd Breadth Course</td>
<td></td>
<td>3</td>
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<tr>
<td></td>
<td></td>
<td>GenEd Breadth Course</td>
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<td></td>
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<td>Term Credit Hours</td>
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Year 2

<table>
<thead>
<tr>
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<th>Fall</th>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>CSI 2112</td>
<td>Social Influence Inquiry</td>
<td>3</td>
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<tr>
<td></td>
<td></td>
<td>CSI 1000+ Subject Area Course</td>
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<td>3</td>
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<tr>
<td></td>
<td></td>
<td>IH 0852 or 0952</td>
<td>Intellectual Heritage II: The Common Good [GZ]</td>
<td>3</td>
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<tr>
<td></td>
<td></td>
<td>GenEd Breadth Course</td>
<td></td>
<td>3</td>
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<tr>
<td>GenEd Breadth Course</td>
<td>3</td>
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<td>---------------------</td>
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<tr>
<td>Term Credit Hours</td>
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### Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>CSI 1000+ Subject Area Course</td>
<td>3</td>
</tr>
<tr>
<td>CSI 2000+ Subject Area Course (WI)</td>
<td>3</td>
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<tr>
<td>GenEd Breadth Course</td>
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<tr>
<td>Electives</td>
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### Year 3

#### Fall

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>CSI 2000+ Subject Area Course</td>
<td>3</td>
</tr>
<tr>
<td>CSI 3000+ Subject Area Course (Method)</td>
<td>3</td>
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<tr>
<td>GenEd Breadth Course</td>
<td>3</td>
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<tr>
<td>Electives</td>
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</table>

| Term Credit Hours | 15 |

#### Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>CSI 3000+ Subject Area Course (WI)</td>
<td>3</td>
</tr>
<tr>
<td>CSI 3000+ Experience Course</td>
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</tr>
<tr>
<td>CSI 3000+ Subject Area Course (Culture)</td>
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<td>GenEd Breadth Course</td>
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<tr>
<td>Electives</td>
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</table>

| Term Credit Hours | 16 |

### Year 4

#### Fall

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSI 3000+ Subject Area Course</td>
<td>3</td>
</tr>
<tr>
<td>Electives</td>
<td>13</td>
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</tbody>
</table>

| Term Credit Hours | 16 |

#### Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>CSI 4111 Senior Seminar</td>
<td>3</td>
</tr>
<tr>
<td>Electives</td>
<td>13</td>
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</tbody>
</table>

| Term Credit Hours | 16 |

| Total Credit Hours: | 124 |