

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:

- 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.
- Lew Klein College of Media and Communication requirements, including KLN 1001.
- 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		
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		
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	Urban 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	Rhetoric of Science	
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

Suggested Academic Plan

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

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

Year 1		Credit Hours
Fall		
CSI 1111 or 1911	Introduction to Public Speaking	3
CSI 1112	Introduction to Communication and Social Influence	3
ENG 0802, 0812, or 0902	Analytical Reading and Writing [GW]	4
GenEd Quantitative Literacy Course [GQ]		4
KLN 1001	Klein First-Year Seminar	1
Term Credit Hours		15
Spring		
CSI 1113	Persuasion	3
CSI 2111	Argumentation and Advocacy	3
IH 0851 or 0951	Intellectual Heritage I: The Good Life [GY]	3
GenEd Breadth Course		3
GenEd Breadth Course		3
Term Credit Hours		15
Year 2		
Fall		
CSI 2112	Social Influence Inquiry	3
CSI 1000+ Subject Area Course		3
IH 0852 or 0952	Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course		3

GenEd Breadth Course		3
	Term Credit Hours	15
Spring		
CSI 1000+ Subject Area Course		3
CSI 2000+ Subject Area Course (WI)		3
GenEd Breadth Course		3
Electives		6
	Term Credit Hours	15
Year 3		
Fall		
CSI 2000+ Subject Area Course		3
CSI 3000+ Subject Area Course (Method)		3
GenEd Breadth Course		3
Electives		7
	Term Credit Hours	16
Spring		
CSI 3000+ Subject Area Course (WI)		3
CSI 3000+ Experience Course		3
CSI 3000+ Subject Area Course (Culture)		3
GenEd Breadth Course		3
Electives		4
	Term Credit Hours	16
Year 4		
Fall		
CSI 3000+ Subject Area Course		3
Electives		13
	Term Credit Hours	16
Spring		
CSI 4111	Senior Seminar	3
Electives		13
	Term Credit Hours	16
	Total Credit Hours:	124