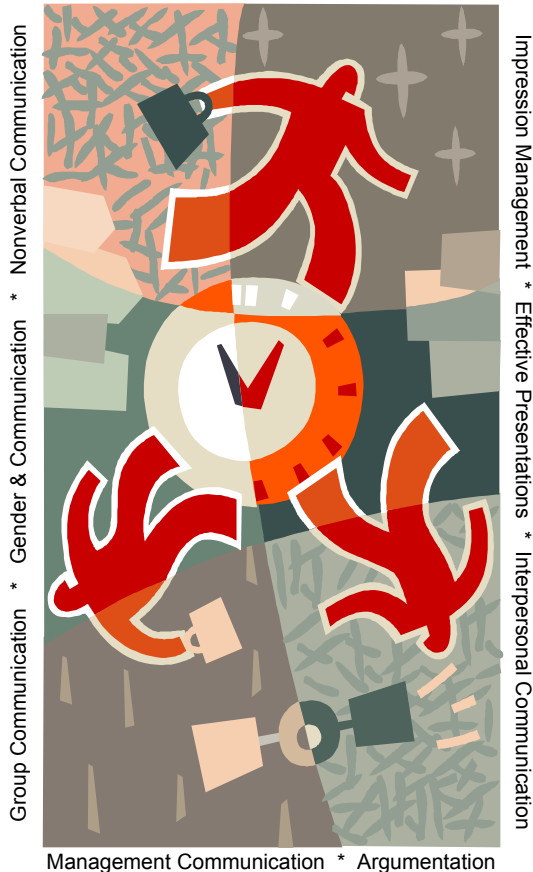


# A **Minor** that Makes a **Major** Difference

## COMMUNICATION & RHETORICAL STUDIES

Conflict Management \* Rhetoric \* Persuasion



**Strengthening Majors...**

**Opening Doors**

## Why should I consider a Communication & Rhetorical Studies minor?

- To choose a minor that will complement whatever major program you pursue
- To help you succeed in your other courses by developing better critical reasoning and problem solving skills
- To have flexibility in your minor program
- To improve the kind of verbal and written communication skills that employers demand
- To stand out from others in your chosen job field

## What are the requirements?

When you pursue a minor in our department, you can choose one of two emphases: a minor in **Organizational Communication** or a minor in **Rhetorical Studies**.

Both programs of study are very flexible, and most courses have no pre-requisites. Only 21 credits are required to complete either minor.



### **Minor in Organizational Communication**

Organizational Communication is the social scientific study of the role of communication in the creation of interpersonal, small group, and organizational structures.

To minor in Organizational Communication, students are required to complete:

COMM 254, *Organizational Communication*

COMM 454, *Management Communication*

COMM 441, *Interpersonal Communication*

COMM 305, *Argumentation & Debate*

COMM 308, *Persuasion*

**Another six credits from a list of Organizational Communication minor electives.**

## Minor in Rhetorical Studies

Rhetorical Studies is the humanistic study of speech from its origins in ancient Greece to the role of rhetoric in shaping the modern world.

To minor in Rhetorical Studies, students are required to complete:

COMM 305, *Argumentation & Debate*

COMM 308, *Persuasion*

COMM 436, *Rhetorical Criticism*

COMM 437, *Rhetorical Theory*

COMM 441, *Interpersonal Communication*

Another six credits from a list of Rhetorical Studies minor electives.

**“Only a selected few will reach senior management... [These] few aren’t necessarily more knowledgeable than the others... The difference is that they have developed the skill to communicate. All the knowledge in the world is useless unless you can share it.”**

- John M. Harbert III, civil engineer

**“A twenty year study of Stanford University graduates found that the most successful graduates shared the ability and desire to persuade, talking and working with others, and the desire to be outgoing. Results revealed these achievers developed their communication skills by choosing courses in Persuasion, Negotiation, and Interpersonal Communication.”**

- Harrell and Harrell, Stanford Graduate School of Business Research Paper, No. 723

## Why Communication & Rhetorical Studies?

- **Communication** is the top ranked skill for obtaining employment.

*(Center for Public Resources)*

- **Communication** competence is the top predictor of success.

*(Harvard Business Review)*

- **Communication** competence is the top personal quality sought by employers.

*(National Association of Colleges and Employers)*

- **Communication** skills are the most important characteristics a potential employee should possess.

*(Human Resource Management Association)*



## So, can I choose to major in Communication & Rhetorical Studies?

Yes! In fact, a major in our department may lead to careers in:

- Human Resource Management
- Training & Development
- Public Relations
- Teaching & Education
- Consulting
- Advertising & the Media
- The Ministry
- Recruiting ... & many more



Regardless of whether you pursue a Communication & Rhetorical Studies major or minor, be assured that a communication skill set will have lasting occupational, educational, and personal value.

If you have any further questions about the Organizational Communication or Rhetorical Studies minors, or about majoring in our program, please contact:

Communication & Rhetorical Studies  
Idaho State University  
921 South 8<sup>th</sup> Ave., Stop 8115  
Pocatello, ID 83209-8115

Phone: (208) 282-3695  
Fax: (208) 282-4598  
Web: <http://www.isu.edu/commrhet>

Or visit us in Frazier Hall, room 219