

# ARRUPE COMMUNICATION (ACCOM)

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## **ACCOM 101 Public Speaking & Critical Thinking (3 Credit Hours)**

This course is designed to supply students with an understanding of critical thinking practices, foundational tenets of communication theory, the skills of public address and persuasion, the role of visual aids in effective presentation, and a sense of the social responsibility that comes with the capacity for communication.

*IAI code:* C2 900

*Course equivalencies:* ACCOM 101/103 COMM 101/103

*Outcomes:*

Students gain skills in public speaking, preparing a presentation, including visual aids, and critical listening, thinking, and speaking

## **ACCOM 103 Business and Professional Speaking (3 Credit Hours)**

Through theory and practice, the course will explore oral presentation in business and professional situations, including message design and audience analysis of organizations. Students will examine expectations for communication in business; after studying and analyzing professional context, students will complete three substantive presentations. Finally, students will gain a sense of social responsibility that comes with the capacity for communication.

*Course equivalencies:* ACCOM 101/103 COMM 101/103

*Outcomes:*

Students gain skills in public speaking, preparing a presentation, including visual aids, and critical listening, thinking, and speaking with a focus on professional environments

## **ACCOM 200 Communication and New Media (3 Credit Hours)**

This course explores the way technology affects personal, cultural, and mass communication through examining the historical, societal, and ethical implications of new and interactive forms of media.

*Course equivalencies:* COMM200 / IFMS200 / ACCOM 205

*Outcomes:*

Students use audio, video and digital tools to research and produce essays, projects and presentations that analyze the impact of technology on communication

## **ACCOM 201 Introduction to Communication (3 Credit Hours)**

This course gives a general and theoretical overview of communication. By approaching communication through a critical and historical lens, students will acquire a foundation for further study and practice in communication.

*Course equivalencies:* COMM 175 /COMM 160 /ACCOM 201

*Outcomes:*

Students will have an understanding of the nature and structure of communication and be able to critically evaluate oral and written communications