


1991

A Forum: Six Approaches to the Introductory Communication Course

Lawrence Hugenberg
Youngstown State University

Follow this and additional works at: <http://ecommons.udayton.edu/bcca>

 Part of the [Higher Education Commons](#), [Interpersonal and Small Group Communication Commons](#), [Mass Communication Commons](#), [Other Communication Commons](#), and the [Speech and Rhetorical Studies Commons](#)

Recommended Citation

Hugenberg, Lawrence (1991) "A Forum: Six Approaches to the Introductory Communication Course," *Basic Communication Course Annual*: Vol. 3 , Article 6.

Available at: <http://ecommons.udayton.edu/bcca/vol3/iss1/6>

This Essay is brought to you for free and open access by the Department of Communication at eCommons. It has been accepted for inclusion in Basic Communication Course Annual by an authorized editor of eCommons. For more information, please contact frice1@udayton.edu, mschlangen1@udayton.edu.

A Forum: Six Approaches to the Introductory Communication Course

During the 1990 Speech Communication Association Convention in Chicago, the Basic Course Committee sponsored a program to discuss five popular approaches to the introductory communication course. These included the public speaking course, the hybrid or blend course, the interpersonal communication course, the introductory communication theory course and the business and professional speaking course. During the exchanges between the presenters and the 80 audience members, it was noted the group communication course was conspicuously absent but was added for this volume.

The panel marked the 20th anniversary of a similar panel which was part of the International Communication Association convention in May 1970. In his opening remarks for that ICA panel, Lawrence Rosenfield stated, "Papers on the basic course are an ancient custom in the speech profession, but there is reason to suspect that a professional discussion on this topic is more urgent now than it may have been a decade ago. We are all aware of the ferment characterizing contemporary American higher education; and we are further aware that, whether due to our own past sins or to the vagaries of the academic community, the speech discipline seems today to be peculiarly vulnerable to have its viscera probed, and it will either emerge from under the knife in a much healthier condition or it may not emerge at all." This introduction is also a fitting opening for these descriptions — 20 years later.

C. David Hurt, who also participated on the ICA panel stated: "It [the panel or the courses presented] does not pretend to be exhaustive, nor for that matter can the course described here even be called typical. They do, however, suggest some ways in which basic courses are changing."

The idea for the recent panel grew from the same concerns indicated 20 years ago. The same reservations expressed by Hurt are also our reservations. With this in mind, lets take you an a journey through six introductory communication courses: [1] interpersonal communication, [2] communication theory, [3] public speaking, [4] hybrid or blend communication, [5] small group communication, [6] business and professional speaking.

The presenters for this forum are:

Hybrid or Blend Course: Judy C. Pearson and Richard West,
Ohio University

Small Group Communication: Jack Brillhart, *University of
Nebraska - Omaha*

Interpersonal Communication: Joseph DeVito, *Hunter College*

Communication Theory: William Donaghy, *University of
Wyoming*

Public Speaking: Rudolph Verderber, *University of Cincinnati*

Business and Professional Speaking: Lawrence W.
Hugenberg, Alfred W. Owens, II and David J. Robinson,
Youngstown State University.