Resolution #11, 1982-83

TO: President John E. Van de Wetering

FROM: The Faculty Senate

RE: I. Formal Resolution (Act of Determination)
   II. Recommendation (Urging the fitness of)
   III. Other (Notice, Request, Report, etc.)

SUBJECT: Revision & Retitling of the Major in Speech Communication
as the Major in Communication Studies and a Minor inCommunication Studies

(see attached)

Signed: Bill W. Reed
Date Sent: 12/15/82
(For the Senate) Bill W. Reed, President, Faculty Senate

TO: The Faculty Senate
FROM: President John E. Van de Wetering

RE: I. Decision and Action Taken on Formal Resolution
   a. Accepted. Effective Date: 12/13/82
   b. Deferred for discussion with the Faculty Senate on
   c. Unacceptable for the reasons contained in the attached explanation

II., III. a. Received and acknowledged
   b. Comment:

DISTRIBUTION: Vice Presidents: Others:

Distribution Date: Signed
(Date Received by the Senate: President of the College)
Proposal for the Revision and Retitling of the

MAJOR IN SPEECH COMMUNICATION

as the

MAJOR IN COMMUNICATION STUDIES

Department of Communication
SUNY College at Brockport, New York

November 22, 1982

I. Rationale. The objectives of the Department of Communication in proposing a revision and retitling of the Major in Speech Communication as the Major in Communication Studies are to simplify, clarify and streamline the curriculum in Communication Studies currently offered by the department and to adjust the nature and description of the major to conform with present and future organizational, programmatic and structural changes within the department.

The current Major in Speech Communication encompasses five separate curricular concentrations, those in Broadcasting, Communication Disorders (leading to certification as Teacher of the Speech, Language and Hearing Handicapped), Communication Disorders (non-certification program), Communication Studies, and Journalism. With the discontinuance of the two Communication Disorders concentrations at the conclusion of the 1982-1983 academic year, and the evaluation and incorporation of the Broadcasting and Journalism concentrations into the Interdisciplinary Major in Communication effective in September, 1983, the Concentration in Communication Studies will remain as the only curriculum within the currently offered Speech Communication major. It is the intention of the faculty of the Department of Communication to retain that curriculum as the Major in Communication Studies, with the three sequences described below.

The currently offered Concentration in Communication Studies (see Inclosure) is a highly open and flexible curriculum, permitting undergraduate students a wide variety of options in completing the course requirements of four loosely defined categories: Introductory Courses, Intermediate Courses, Theoretical Foundations, and Social and Organizational Applications. While a number of advantages may be found in the flexibility of that curriculum, it has proven to be difficult to administer in terms of course staffing patterns, the frequency with which the large number of courses can and have been offered, the adequacy and predictability of course enrollments, the coherent and informed advisement of students, and the certification that students have fulfilled all requirements of the major for graduation.

The proposed curriculum represents a streamlining and simplification of course requirements, creates the potential for more predictable and adequate course enrollments, reduced the need for frequent course substitutions, permits the elimination of a small number of courses now offered by the department, and should greatly facilitate the academic advisement and graduation/status check process.
II. Proposed Major. The proposed Major in Communication Studies requires that students complete a core of six semester hours in communication courses. In addition to that core, each student must complete the required and elective coursework in two of three 15 semester hour sequences: Communication and Persuasion, Media Ecology, and Interpersonal and Organizational Communication.

Each of these three sequences closely parallels one of three minors in Communication that the department is concurrently revising with the revision and retitling of the Major in Communication Studies. Thus, an undergraduate student completing one of the three Communication minors may, if he or she desires, readily amplify that minor with additional coursework in Communication to complete the requirements of the Major in Communication Studies as either a first or second major.

III. Curriculum Description

B.A. or B.S. IN COMMUNICATION STUDIES

Communication Studies deal with communication ranging from interpersonal communication to mass media. This major allows an extensive sampling of the various human communication activities with learning experiences in theory, applications of theory and performance. The available sequences within the major permit students to develop programs of study in those aspects of communication studies that most interest them. In order to maximize the individual benefit for each student, it is strongly recommended that students discuss sequence and course choices with their academic advisors.

The Major in Communication Studies may serve as an academic major for Elementary Education Certification.

Requirements: Students must complete the required and elective coursework for any two of the three program sequences outlined below, in addition to CMC 201 and either CMC 312 or CMC 314. Thirty-six semester hours are required for the program, with at least 21 semester hours in courses numbered 300-499. No one course can be counted toward meeting the requirements of more than one sequence.

I. Communication Studies Core (6 semester hours required)

CMC 201 Public Speaking 3 hrs.
CMC 312 Argumentation and Debate 3 hrs.
or
CMC 314 Discussion 3 hrs.

II. Communication and Persuasion Sequence (15 semester hours required)

The communication and persuasion sequence focuses on the study of persuasive transactions in public communication contexts. The anticipated general outcome of such study is an increased understanding of the processes and theoretical principles involved in persuasive human symbolic interaction.

A. Required Courses (9 semester hours)

CMC 219 Advertising, Mass Persuasion and the Consumer 3 hrs.
CMC 319 Propaganda and Persuasion 3 hrs.
CMC 432 Theories of Persuasion 3 hrs.
B. Recommended Elective Courses (6 semester hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMC 211</td>
<td>Protest and Public Opinion</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>CMC 318</td>
<td>Cross-Cultural Communication</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>CMC 392</td>
<td>Advanced Public Speaking</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>CMC 410</td>
<td>Great Speakers</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>CMC 411</td>
<td>Public Media Criticism</td>
<td>3 hrs.</td>
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<tr>
<td>CMC 415</td>
<td>Public Communication in Administration, Business and the Professions</td>
<td>3 hrs.</td>
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<tr>
<td>CMC 417</td>
<td>20th Century Political Rhetoric</td>
<td>3 hrs.</td>
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<tr>
<td>CMC 471</td>
<td>General Semantics</td>
<td>3 hrs.</td>
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<td>CMC 479</td>
<td>Conflict Resolution Through Communication</td>
<td>3 hrs.</td>
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III. Communication in Society Sequence (15 semester hours required)

The media in society sequence focuses on the study of media in public and mass communication contexts. The anticipated general outcome of such study is an increased understanding of the interrelationships between communication media and socio-cultural, political, and intellectual environments.

A. Required Courses (9 semester hours)

<table>
<thead>
<tr>
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<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMC 210</td>
<td>Communication in Western Culture</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>CMC 453</td>
<td>Mass Communication and Society</td>
<td>3 hrs.</td>
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<tr>
<td>CMC 457</td>
<td>Mass Communication Theory and Research</td>
<td>3 hrs.</td>
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</table>

B. Recommended Elective Courses (6 semester hours)

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<td>3 hrs.</td>
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<tr>
<td>CMC 319</td>
<td>Propaganda and Persuasion</td>
<td>3 hrs.</td>
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<tr>
<td>CMC 367</td>
<td>Peace and Politics (cross-listed as PLS 367)</td>
<td>3 hrs.</td>
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<tr>
<td>CMC 371</td>
<td>Film as Communication</td>
<td>3 hrs.</td>
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<tr>
<td>CMC 372</td>
<td>Film as Social Commentary</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>CMC 412</td>
<td>Public Media Criticism</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>CMC 413</td>
<td>Nonverbal Communication</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>CMC 419</td>
<td>Problems in Freedom of Speech</td>
<td>3 hrs.</td>
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IV. Interpersonal and Organizational Communication Sequence (15 semester hours required)

The interpersonal and organizational communication sequence focuses on the study of communication transactions in dyadic, small group, and organizational contexts. The anticipated general outcome of such study is an increased understanding of the principles, processes, and barriers involved in face-to-face human symbolic interaction.

A. Required Courses (9 semester hours)

<table>
<thead>
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<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>CMC 273</td>
<td>Concepts of Human Communication</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>CMC 316</td>
<td>Interpersonal Communication in Business and the Professions</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>CMC 477</td>
<td>Organizational Communication</td>
<td>3 hrs.</td>
</tr>
</tbody>
</table>
B. Recommended Elective Courses (6 semester hours)

- CMC 216 Interviewing 3 hrs.
- CMC 316 Cross-Cultural Communication 3 hrs.
- CMC 413 Nonverbal Communication 3 hrs.
- CMC 415 Public Communication in Administration, Business and the Professions 3 hrs.
- CMC 416 Interviewing: Theories and Applications 3 hrs.
- CMC 473 Theories of Communication 3 hrs.
- CMC 472 Theories of Small Group Interaction 3 hrs.
- CMC 479 Conflict Resolution Through Communication 3 hrs.
- CMC 483 Designing Communication Programs 3 hrs.

V. Implementation. It is the intent of the faculty of the Department of Communication that the revised and refitted Major in Communication Studies be implemented and first available to undergraduate students in the 1983-1984 academic year.

No additional faculty staffing or other resources beyond those currently available in and to the department will be required to initiate the proposed curriculum.

MINORS IN COMMUNICATION

A minor in Communication consists of any one of the sequences in the Communication Studies Major, plus three semester hours from the Communication Studies Core.

Communication Studies Core (3 semester hours required). Any one of the following:

- CMC 201 Public Speaking 3 hrs.
- CMC 312 Argumentation and Debate 3 hrs.
- CMC 316 Discussion 3 hrs.

Communication Studies Sequence (15 semester hours required). Students must complete the requirements of one of the three sequences of the Major in Communication Studies: Communication and Persuasion, Communication in Society, or Interpersonal and Organizational Communication.