Resolution No. 7 1986-87

TO: President John E. Van de Wetering
FROM: The Faculty Senate
RE: X I. Formal Resolution (Act of Determination)
     ___ II. Recommendation (Urging the fitness of)
     ___ III. Other (Notice, Request, Report, etc.)

SUBJECT: Proposed revision of the Communication StudiesMajor

Meeting on December 8, 1986
(Date)

Signed [Signature]
(Date Sent 12/15/86)
(For the 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
   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: 12/30/86
Signed: [Signature]
(President of the College)

Date Received by the Senate:
PROPOSED REVISION - COMMUNICATION STUDIES MAJOR

Curriculum Description

B.A. or B.S. in Communication Studies

Communication Studies deals with communication ranging from interpersonal communication to mass media. This major allows an extensive sampling of these 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 thirty-six semester hours 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. The student who wishes to major in Communication Studies must, in addition to the six credit hour ENGL consisting of CM 201 Public Speaking and one additional "performance course" must select two 15 credit hour sequences from the following seven:

I. Communication and Persuasion Sequence
II. Interpersonal and Organizational Sequences
III. Public Communication Sequence
IV. Media in Society Sequence
V. Political Communication Sequence
VI. Communication History and Criticism Sequence
VII. International Communication Studies in Britain Sequence

COMMUNICATION STUDIES CORE
6 semester hours required

CM 201	Public Speaking	3 hours

One of the following:
CM 210	Interviewing	3 hours
CM 243	Broadcast Performance	3 hours
CM 212	Argumentation and Debate	3 hours
CM 314	Discussion	3 hours
I. Communication and Persuasion Sequence (14 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 everyday human symbolic interaction. Students examine the theories of persuasion, they participate in critical evaluation of practicing persuaders, and they examine the context of persuasion. Those students interested in pursuing graduate programs or have a specific interest in persuasion/communication theory are attracted to this sequence.

A. Required Courses (9 semester hours)

- MMC 219 Advertising, Mass Persuasion and the Consumer 3 hours
- MMC 319 Propaganda and Persuasion 3 hours
- MMC 492 Theories of Persuasion 3 hours

B. Recommended Elective Courses (6 semester hours)

- MMC 211 Persuasion in Public Opinion 3 hours
- MMC 312 Argumentation and Debate 3 hours
- MMC 318 Cross-Cultural Communication 3 hours
- MMC 416 Great Speeches 3 hours
- MMC 411 Public Media Criticism 3 hours
- MMC 415 Public Communication in Administration, Business, and the Professions 3 hours
- MMC 417 20th Century Political Rhetoric 3 hours
- MMC 471 General Semantics 3 hours
- MMC 479 Conflict Resolution Through Communication 3 hours

II. Interpersonal and Organizational Communication Sequence (14 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. Students interested in pursuing careers in personnel management, sales, and marketing will find this concentration particularly helpful.
A. Required Courses (9 semester hours)

CMC 273 Concepts of Human Communication 3 hours
CMC 316 Interpersonal Communication in Business and the Professions 3 hours
CMC 477 Organizational Communication 3 hours

B. Recommended Elective Courses (6 semester hours)

CMC 216 Interviewing 3 hours
CMC 318 Cross Cultural Communication 3 hours
CMC 413 Nonverbal Communication 3 hours
CMC 415 Public Communication in Administration, Business and the Professions 3 hours
CMC 416 Interviewing: Theory and Applications 3 hours
CMC 477 Group Leadership 3 hours
CMC 473 Theories of Communication 3 hours
CMC 479 Conflict Resolution Through Communication 3 hours
CMC 483 Communication Training and Development 3 hours

III. Public Communication Sequence (15 semester hours required)

The public communication sequence focuses on the study of communication transactions in public settings. The anticipated general outcomes of such study is an increased understanding of the principles and processes of speaker-to-audience interactions. Students anticipating work in public relations, sales, law, politics, and public service of any type will find this particular sequence valuable.

A. Required Courses (9 semester hours)

CMC 292 Speech Presentation and Composition 3 hours
CMC 295 Presentational Speech Communication for Radio and Television 3 hours
CMC 415 Public Communication in Administration, Business and the Professions 3 hours
B. Recommended Elective Courses (5 semester hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMC 210</td>
<td>Communication in Western Culture</td>
<td>3</td>
</tr>
<tr>
<td>CMC 312</td>
<td>Argumentation and Debate</td>
<td>3</td>
</tr>
<tr>
<td>CMC 319</td>
<td>Propaganda and Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>CMC 410</td>
<td>Great Speakers</td>
<td>3</td>
</tr>
<tr>
<td>CMC 411</td>
<td>Public Media Criticism</td>
<td>3</td>
</tr>
<tr>
<td>CMC 417</td>
<td>20th Century Political Rhetoric</td>
<td>3</td>
</tr>
<tr>
<td>CMC 419</td>
<td>Problems in Freedom of Speech</td>
<td>3</td>
</tr>
<tr>
<td>CMC 471</td>
<td>General Semantics</td>
<td>3</td>
</tr>
<tr>
<td>CMC 492</td>
<td>Theories of Persuasion</td>
<td>3</td>
</tr>
</tbody>
</table>

IV. Media 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 sociocultural, political, and intellectual environments. Any student interested in electronic or print media in his/her professional or business career would benefit from this sequence.

A. Required Courses (9 semester hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMC 241</td>
<td>Introduction to Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMC 453</td>
<td>Mass Communication and Society</td>
<td>3</td>
</tr>
<tr>
<td>CMC 457</td>
<td>Mass Communication Theory and Research</td>
<td>3</td>
</tr>
</tbody>
</table>

B. Recommended Elective Courses (6 semester hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMC 210</td>
<td>Communication in Western Culture</td>
<td>3</td>
</tr>
<tr>
<td>CMC 211</td>
<td>Protest and Public Opinion</td>
<td>3</td>
</tr>
<tr>
<td>CMC 318</td>
<td>Cross-Cultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMC 319</td>
<td>Propaganda and Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>CMC 371</td>
<td>Film as Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMC 372</td>
<td>Film as Social Commentary</td>
<td>3</td>
</tr>
<tr>
<td>CMC 411</td>
<td>Public Media Criticism</td>
<td>3</td>
</tr>
<tr>
<td>CMC 413</td>
<td>Nonverbal Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMC 419</td>
<td>Problems in Freedom of Speech</td>
<td>3</td>
</tr>
</tbody>
</table>
V. Political Communication Sequence (15 semester hours required)

The Political communication sequence focuses on the study of communication transactions in political contexts. The anticipated general outcome of such study is an increased understanding of the principles and process of political communication. An ideal sequence for students interested in politics, government, or history/political science.

A. Required Courses (9 semester hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMC 211</td>
<td>Protests and Public Opinion</td>
<td>3</td>
</tr>
<tr>
<td>CMC 417</td>
<td>20th Century Political Rhetoric</td>
<td>3</td>
</tr>
<tr>
<td>CMC 419</td>
<td>Problems in Freedom of Speech</td>
<td>3</td>
</tr>
</tbody>
</table>

B. Recommended Elective Courses (6 semester hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMC 219</td>
<td>Advertising, Mass Persuasion and the Consumer</td>
<td>3</td>
</tr>
<tr>
<td>CMC 312</td>
<td>Argumentation and Debate</td>
<td>3</td>
</tr>
<tr>
<td>CMC 318</td>
<td>Cross-Cultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMC 319</td>
<td>Propaganda and Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>CMC 371</td>
<td>Film as Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMC 372</td>
<td>Film as Social Commentary</td>
<td>3</td>
</tr>
<tr>
<td>CMC 410</td>
<td>Great Speakers</td>
<td>3</td>
</tr>
<tr>
<td>CMC 411</td>
<td>Public Media Criticism</td>
<td>3</td>
</tr>
<tr>
<td>CMC 453</td>
<td>Mass Communication and Society</td>
<td>3</td>
</tr>
</tbody>
</table>

VI. Communication History and Criticism Sequence
(15 semester hours required)

The communication history and criticism sequence focuses on the study of the role of communication in the development of western culture and on critical standards for the evaluation of communication interactions. The anticipated general outcome of such study is an increased understanding of the history of communication and of the methods of communication criticism. Students contemplating graduate study in communication, and others interested in the evolution of the history and criticism of public communication would benefit from this sequence.

A. Required Courses (9 semester hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMC 210</td>
<td>Communication in Western Culture</td>
<td>3</td>
</tr>
<tr>
<td>CMC 410</td>
<td>Great Speakers</td>
<td>3</td>
</tr>
<tr>
<td>CMC 411</td>
<td>Public Media Criticism</td>
<td>3</td>
</tr>
</tbody>
</table>
3. Recommended Elective Courses (4 semester hours)

CHC 211 Protest and Public Opinion 3 hours
CHC 312 Argumentation and Debate 3 hours
CHC 319 Propaganda and Persuasion 3 hours
CHC 371 Film as Communication 3 hours
CHC 372 Film as Social Commentary 3 hours
CHC 417 20th Century Political Rhetoric 3 hours
CHC 419 Problems in Freedom of Speech 3 hours
CHC 471 General Semantics 3 hours
CHC 492 Theories of Persuasion 3 hours

VII. International Communication Studies in Britain Sequence

(15 semester hours required)

A program to internationalize the education of undergraduate students of communication by providing them with direct access to a culture different from their own and an opportunity to become academically assimilated in an educational setting in an English speaking country with close ties to the European continent.

With the increase of international commerce, travel, and economic-political interdependence of the world population, students of international communication will develop an awareness, understanding, and skills with an international education experience in communication.

The program will meet the course requirements for students with the following course sequences offered at Middlesex Polytechnic in London, England.

A. Required Courses (9 semester hours)

CH 201 Communication Studies Foundation 3 hours
CH 300 Communication and Culture 3 hours
CH 310 Culture, Communication and Nations 3 hours
CH 350 Communication Interactions 3 hours

B. Recommended Elective Courses (6 semester hours)

CH 330 Mass Communication Media 3 hours
S 150 The New Information Technology 3 hours
WS 320 Women, Language and Representation 3 hours
DS 190 The Organization and its Environment 3 hours
PL 200 Video 3 hours

In the event that a student elects to study just 12 hours while overseas, the elective courses may be selected from the courses offered at SUNY Brockport by advisement.

CHC 499 Independent Study in Communication 3 hours
VIII. Implementation

It is the intent of the faculty of the Department of Communication that the revised Major in Communication Studies be implemented and first available to undergraduate students in the 1987-1988 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 credit hours from the Communication Studies major core requirement.

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMC 201</td>
<td>Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>CMC 216</td>
<td>Interviewing</td>
<td>3</td>
</tr>
<tr>
<td>CMC 243</td>
<td>Broadcast: Performance</td>
<td>3</td>
</tr>
<tr>
<td>CMC 312</td>
<td>Argumentation and Debate</td>
<td>3</td>
</tr>
<tr>
<td>CMC 314</td>
<td>Discussion</td>
<td>3</td>
</tr>
</tbody>
</table>

One Communication Studies Sequence (15 semester hours in the same communication studies sequence.)