SUNY BROCKPORT
Faculty Senate
State University of New York
College at Brockport
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Resolution #26
2000-2001

FACULTY SENATE

TO: Dr. Paul Yu, College President
FROM: The Faculty Senate Meeting on: May 7, 2001
RE: Changes in the Communication Major
SUBJ: Changes in the Communication Major
Signed: Jennifer M. Uhl
Date Sent: 5/1/01

TO: The Faculty Senate
FROM: Dr. Paul Yu, College President
RE: Changes in the Communication Major
I. Decision and Action Taken on Formal Resolution (circle)
   a. Accepted. Effective Date: 9/1/01 or first opportunity for publication
   b. Deferred for discussion with the Faculty Senate on
   c. Unacceptable for the reasons contained in the attached explanation

II. III. Response to Recommendation/Other
   a. Received and acknowledged
   b. Comment:

DISTRIBUTION: Administrative Staff

Distribution Date: 5/1/01 Signed: Paul Yu
(Dr. Paul Yu, President of the College)
Proposed Curriculum Revisions

Major and Minor In Communication Studies

Interdisciplinary Communication Major – Broadcasting Track

Major in Journalism

Department of Communication

SUNY College at Brockport

March 2001
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Proposal for Revised

Major and Minor in Communication Studies
Major in Communication Studies

Brief Description of New Program and How It Differs from Current Program

The proposed undergraduate Major in Communication Studies entails a reorganization and consolidation of the currently offered Major in Communication and the Communication Applications Track of the department's Interdisciplinary Major in Communication. It also introduces a requirement that students pursuing the Major in Communication Studies complete a minor or a second major in another discipline, a longstanding feature of the Broadcasting Track of the Interdisciplinary Major in Communication and of the Major in Journalism.

Four major changes distinguish the proposed major from the current one:

1. The number of specialty tracks within the current major is changed from five to two: (a) Communication and Persuasion and (b) Interpersonal and Organizational Communication. Currently, students majoring in Communication Studies are required to choose and complete two of five 12-credit-hour specialty tracks, as well as 6 additional credits in common core and 6 credit hours of electives in Communication. The proposed major reorganizes the five tracks into two 21 credit-hour specialties, with students required to complete one of them and a 15 credit-hour common core.

2. The Interpersonal and Organizational Communication specialty replaces the current Communication Applications Track of Interdisciplinary Major in Communication that will be phased out as students complete requirements for that program. It is placed within the proposed Major in Communication Studies as one of two 21 credit-hour specialties available to students.

Currently, the Communication Application Track of the interdisciplinary major is treated as a distinct curricular program separate from the Communication Studies major specialty. However, there is a significant degree of overlap between the two programs in that one of the five 12 credit-hour specialty options currently offered in the Communication Studies major is comprised wholly of courses also taught within the Communication Applications program. The merging of the two programs as one eliminates that programmatic duplication.

3. A new Communication Studies 15 credit-hour common core is established that contains one basic theory course, one basic skills course and three “breadth” courses in Communication to be completed by all students pursuing the major. The current major core is six credit hours comprised of one basic theory course and a public speaking course. The current major’s requirement that students additionally complete six credit hours of Communication electives is subsumed in the nine credit hour Communication “breadth” course requirement of the new program.

4. Students majoring in Communication Studies will be required to complete a minor or second major in a discipline other than Communication, a requirement not part of either the current Communication Studies major.

Rationale for New Program and Significant Included Changes

There are three compelling reasons for introducing a new undergraduate Major in Communication Studies within the Department of Communication. First, the proposed program better suits the academic needs and interests of our majors. Of the five specialty tracks currently offered in the Communication Studies major, two, those being retained although restructured within the new program, attract the most students attracted to the major, having done so since the major’s inception in 1971. By restructuring and consolidating the Communication Studies major into those specialty tracks, the process of making decisions regarding their studies becomes less cumbersome for students and simplifies the academic advisement process. Moreover, students will benefit from greater exposure to the interconnections among various communication contexts within the two specialties, better integrating the thrust and content of their major courses.
Second, faculty members of the Department of Communication view the proposed changes as a reflection of their collective strengths as teachers and scholars. Although the current undergraduate major has been updated periodically over the years, it has not substantially changed since 1980. The composition of the department's faculty, as well as the corpus of knowledge in the communication discipline, has transformed notably since that date.

Third, as detailed below, the proposed changes more accurately reflect the increasing influence of rhetorical, communication and media studies that has occurred over the past 20 years. The study of rhetoric, whether in the context of political campaigns, advertising or social movements, necessarily includes the study of interpersonal, organizational and mediated forms of communication.

Each of the major changes embodied in the proposed new Major in Communication Studies is justified below:

1. Restructuring and consolidation of the five current specialty tracks into two (a) creates a more integrated program of study for students electing both the Communication and Persuasion and the Interpersonal and Organizational Communication tracks and (b) strengthens the Communication and Persuasion specialty track by including required coursework in both public address and mediated persuasion.

2. Reformulating the current Communication Applications Track of the Interdisciplinary Major in Communication as one of two optional specialty tracks within the proposed Major in Communication Studies (a) eliminates problematic overlap in the two majors as they exist now, thereby enabling the Communication department to meeting learning objectives with greater efficiency, (b) reduces the department's dependency on courses in other majors currently required as part of the Communication Applications program, (c) exposure to other departments is accomplished in the proposed new major by requiring majors to complete a minor or second major in another discipline, and (d) affords the department greater flexibility in tailoring its curriculum to each major while retaining an appropriate level of focus on the most important themes and concepts currently addressed in the Communication Applications Track.

3. Instituting a 15 credit hour common core of courses will create a foundation to be shared by students electing either of the major's specialty areas, thereby strengthening the integrity of the major. This foundation provides students theoretical, analytical and skill-oriented approaches to Communication Studies.

4. Adding a requirement for a minor and/or second major in a discipline complementing the Communication Studies major will ensure that students graduate with the knowledge and ability to apply their communication studies and skills to other areas of civic life. Political Science, History, English, Business Administration, Sociology, and Women's Studies are among the many disciplines that might complement the Communication Studies major.

**Statement of How New Program Will Affect Student Interests and Enrollments**

The principal advantage of the revised curriculum in Communication Studies is that it achieves an ideal balance. It is neither too general nor too specific and limiting when compared with the offerings of several other communication departments in the State University and the region. For example, communication programs at SUNY College at Buffalo, the University of Buffalo and SUNY College at Oswego offer more general programs in content areas represented by the proposed Major in Communication Studies. Other programs, such as those at Ithaca College, Rochester Institute of Technology and the University of Rochester, are more focused on limited. RIT, for example, does not devote significant attention to organizational communication. Ithaca College addresses organizational communication, but does little to focus on the types of concepts addressed in the proposed Communication and Persuasion specialty track. Roberts Wesleyan College has a communication program that addresses business communication to some degree, but does not address the range of concepts taught in the proposed Communication Studies program. Neither the University of Rochester nor St. John Fisher College offers a communication studies program. The SUNY College at Geneseo communication program has the closest resemblance to the proposed major in terms of its focus. However, Geneseo's organizational communication track is much more focused on public relations, while the
proposed interpersonal and Organizational Communication specialty focuses more on skill development, organizational analysis, and training and development. Furthermore, like those at Ithaca College and St. John Fisher College, the SUNY Geneseo program does not focus on the types of concepts addressed in the proposed Communication and Persuasion specialty.

Given these considerations it is clear that the proposed Major in Communication Studies can be a unique offering to students, providing them with a right amount of breadth and an appropriate degree of choice in the courses they wish to take, while providing a concentrated focus and depth in their area of interest. In addition, the proposed new program responds to our students' current and future needs while remaining distinguishable from other undergraduate communication programs in the region.
SUNY College at Brockport
Department of Communication

MAJOR IN COMMUNICATION STUDIES
BA or BS in Communication

(Effective for students matriculating Fall 2002 or later)

The Major in Communication Studies explores communication in a variety of contexts ranging from interpersonal communication to mass persuasion and the social influence of media. The major enables students to investigate a variety of communication activities with learning experiences in theory, application of theory, and performance. The major's two available specialties permit students to develop a program of study in those aspects of communication studies that suit their academic interests and career goals.

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

DEGREE REQUIREMENTS

Students must complete 36 credit hours in the program, with at least 21 credit hours in courses numbered 300-499. The student majoring in Communication Studies, in addition to completing the 15-credit hour Communication Studies Core, must select one of the two 21-credit hour specialties offered in the major. At least 15 of the 36 credit hours in Communication Studies must be taken at SUNY College at Brockport.

Successful completion of the major requires students to complete, with a grade of "C" or better, CMC 262, "Fundamentals of Communication" (required of all majors in the Department of Communication, and must be taken at Brockport).

I. Communication Studies Core (15 credit hours required; 6 credit hours must be in upper-division courses)

A. Required Course:

CMC 202 Principles of Communication

B. Required Skills Course (one of the following courses selected by advisement):

CMC 269 Speech Composition and Presentation
CMC 312 Argumentation and Debate
CMC 317 Interviewing
CMC 319 Propaganda and Persuasion
C. Required Core Breadth Courses:

Students majoring in Communication Studies must complete three additional communication studies core courses (9 credit hours) of their own choosing in the Communication Studies major specialty other than that one elected. (For example, students electing the Communication and Persuasion specialty must select 9 credit hours from courses in the Interpersonal and Organizational Communication specialty. Students electing the Interpersonal and Organizational Communication specialty must complete 9 credit hours from courses in the Communication and Persuasion specialty.)

II. Communication Studies Major Specialties (21 credit hours required; 15 credit hours must be in upper division courses)

A. Communication and Persuasion Specialty

Required Courses (9 credit hours):

Either of:
CMC 211 Protest and Public Opinion
CMC 219 Advertising, Mass Persuasion and the Consumer

And:
CMC 411 Rhetorical Criticism
CMC 492 Theories of Rhetoric (completion of CMC 411 highly recommended before enrolling in CMC 492)

Elective Courses selected from the following (12 credit hours):

CMC 210 Communication Revolutions in Western Civilization
CMC 373 Critical Studies in Mass Communication
CMC 410 Speakers, Campaigns and Movements
CMC 417 Political Rhetoric in the Information Age
CMC 419 Freedom of Expression
CMC 463 Media and Society
CMC 467 Mass Communication Theory and Research

B. Interpersonal and Organizational Communication Specialty

Required Courses (9 credit hours):

CMC 273 Interpersonal Communication
CMC 473 Theories of Communication
CMC 477 Organizational Communication
Elective Courses selected from the following (12 credit hours):

CMC 316 Interpersonal Communication in Business and the Professions (CMC 316 highly recommended before enrolling in CMC 477)
CMC 413 Nonverbal Communication
CMC 415 Public Communication in Administration, Business and the Professions
CMC 418 Intercultural Communication
CMC 472 Group Leadership
CMC 475 Communication Internship
CMC 479 Conflict Management Through Communication
CMC 483 Communication Training and Development

III. Non-Communication Minor or Second Major

All students pursuing the Major in Communication Studies must also complete a minor (normally 18-21 credit hours) or a second major (normally 30-36 credit hours) in a discipline other than communication, broadcasting or journalism.

In lieu of a minor or second major in another discipline, students may elect, with departmental approval, a contractual program consisting of a minimum of 18 credit hours in courses in an area not identified as a formal minor or major at Brockport. Study of a foreign language other than French or Spanish (in which minors are offered), bilingual-multicultural studies or foreign cultural studies is encouraged as such a program.

MINOR IN COMMUNICATION STUDIES
(18 credit hours)

The Minor in Communication Studies consists of CMC 202, Principles of Communication, and 15 credit hours in one of the two Communication Studies specialties (Communication and Persuasion, Interpersonal and Organizational Communication) distributed as follows: 9 credit hours of required courses and 6 credit hours of elective courses selected by advisement.
### Comparison of Current and Proposed Programs

#### Major in Communication Studies

<table>
<thead>
<tr>
<th>Current Major (36 Credit Hours)</th>
<th>Proposed Major (36 Credit Hours)</th>
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<tbody>
<tr>
<td><strong>I. Communication Studies Core</strong> (6 credits required)</td>
<td><strong>I. Communication Studies Core</strong> (15 credits required)</td>
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<tr>
<td>CMC 201 Public Speaking</td>
<td>CMC 202 Principles of Communication (3 credits)</td>
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<tr>
<td>CMC 202 Principles of Communication</td>
<td>One Communication Skills Course (3 credits) selected from:</td>
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<tr>
<td></td>
<td>CMC 209 Speech Presentation &amp; Composition</td>
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<td>CMC 312 Argumentation &amp; Debate</td>
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<td>CMC 317 Interviewing</td>
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<td>CMC 319 Propaganda &amp; Persuasion</td>
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<td>Communication Core Breadth Courses (9 credits) selected from the specialty area not chosen in II. below.</td>
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<tr>
<th>II. Two Communication Major Specialties (21 credits)</th>
<th>II. One Communication Major Specialty (21 credits required)</th>
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<tbody>
<tr>
<td>A. Communication &amp; Persuasion Specialty (12 credits required)</td>
<td>A. Communication &amp; Persuasion Specialty</td>
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<tr>
<td>CMC 219 Advertising, Mass Persuasion &amp; the Consumer</td>
<td>Required Courses (9 credits)</td>
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<tr>
<td>CMC 319 Propaganda &amp; Persuasion</td>
<td>CMC 211 Protest &amp; Public Opinion</td>
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<tr>
<td>CMC 411 Rhetorical Criticism</td>
<td>or CMC 219 Advertising, Mass Persuasion &amp; the Consumer</td>
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<tr>
<td>CMC 492 Theories of Persuasion</td>
<td>CMC 411 Rhetorical Criticism</td>
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<tr>
<td></td>
<td>CMC 492 Theories of Rhetoric (new title)</td>
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<td></td>
<td>Specialty Elective Courses (12 credits) selected from:</td>
</tr>
<tr>
<td></td>
<td>CMC 210 Communication Revolutions in Western Civilization</td>
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<td></td>
<td>CMC 373 Critical Perspectives in Mass Communication</td>
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<td>CMC 410 Speakers, Campaigns &amp; Movements</td>
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<td>CMC 417 Political Rhetoric in the Information Age</td>
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<td>CMC 419 Freedom of Expression</td>
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<td>CMC 463 Media and Society</td>
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<td>CMC 467 Mass Communication Theory &amp; Research</td>
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Current Major

E. Interpersonal & Organizational Communication Specialty
   (12 credits required)

CMC 273 Interpersonal Communication
CMC 316 Interpersonal Communication in Business & the Professions
CMC 473 Theories of Communication
CMC 477 Organizational Communication

Proposed Major

B. Interpersonal & Organizational Communication Specialty

Required Courses (9 credits)

CMC 273 Interpersonal Communication
CMC 473 Theories of Communication
CMC 477 Organizational Communication

Specialty Elective Courses (12 credits) selected from:

CMC 316 Interpersonal Communication in Business & the Professions
CMC 413 Nonverbal Communication
CMC 415 Public Communication in Administration, Business & the Professions
CMC 418 Intercultural Communication
CMC 472 Group Leadership
CMC 475 Communication Internship
CMC 479 Conflict Management Through Communication
CMC 483 Communication Training and Development

C. Media in Society Specialty
   (12 credits required)

CMC 210 Communication Revolutions
CMC 371 Film as Communication
or CMC 372 Film as Social Commentary
CMC 463 Mass Communication & Society
CMC 467 Theories of Mass Communication

D. Political Communication Specialty
   (12 credits required)

CMC 211 Protest & Public Opinion
CMC 312 Argumentation & Debate
CMC 417 20th Century Political Rhetoric
CMC 419 Problems in Freedom of Speech

E. Public Communication Specialty
   (12 credits required)

CMC 309 Speech Composition & Presentation
CMC 344 Broadcast Performance
or CMC 305 Presentational Communication for Radio & Television
CMC 410 Speakers, Campaigns & Movements
CMC 415 Public Communication in Administration, Business & the Professions
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<th>Current Major</th>
<th>Proposed Major</th>
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| III. Communication Electives (6 credits required)  
Selected from any CMC course for which prerequisites have been met | I. Non-Communication Minor (18-21 credits) or Second Major (30-36 credits) |
SUNY College at Brockport
Department of Communication

COMMUNICATION STUDIES

Curriculum Description

The Communication Studies Major deals with communication ranging from interpersonal communication to mass media. This major allows extensive sampling of those various human communication activities with learning experiences in theory, applications of theory and performance. The available sequences within the major permit students to develop a program 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 the 12-hour course specialties and course choices with their academic advisors.

The Communication Studies Major 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. The student majoring in Communication Studies, in addition to the six credit hour CORE consisting of CMC 201 Public Speaking and CMC 202 Principles of Communication, selects two 12-hour specialties from the five specialties offered, and 6 hours of Communication electives which may be met by enrolling in any 6 credits of Communication courses for which the student has met the prerequisite, if any. At least 15 of the 36 hours in Communication Studies must be taken at SUNY College at Brockport.

I. COMMUNICATION STUDIES CORE (6 Hours)

II. TWO SPECIALTIES (12 Hours Each; 24 Hours)

   A. Communication and Persuasion
   B. Interpersonal and Organizational Communication
   C. Media in Society
   D. Political Communication
   E. Public Communication

III. ELECTIVES (6 Hours)

   * * * * * * * * * * * * * * * * * * * * * * * * * *
I. COMMUNICATION STUDIES CORE (6 semester hours required)

CMC 201  Public Speaking  3 credit hours
CMC 202  Principles of Communication  3 credit hours

(MUST BE TAKEN AT SUNY COLLEGE AT BROCKPORT AND MUST BE PASSED WITH A GRADE OF "C" OR BETTER)

II. SPECIALTIES (Two must be selected)

A. Communication and Persuasion Specialty (12 semester hours required)
The communication and persuasion specialty 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. Students examine the theories of persuasion, they participate in critical examination of practicing persuaders and they examine the context of persuasion. Those students interested in pursuing graduate programs or having a specific interest in persuasion/communication theory are attracted to this sequence.

REQUIRED COURSES:

CMC 219  Advertising, Mass Persuasion and the Consumer  3 credit hours
CMC 319  Propaganda and Persuasion  3 credit hours
CMC 411  Rhetorical Criticism  3 credit hours
CMC 492  Theories of Persuasion  3 credit hours

B. Interpersonal and Organizational Communication Specialty (12 semester hours required)

The interpersonal and organizational communication specialty 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 human resources management, sales, and marketing will find this specialty particularly helpful.

REQUIRED COURSES:

CMC 273 Interpersonal Communication 3 credit hours
CMC 316 Interpersonal Communication in Business and the Professions 3 credit hours
CMC 473 Theories of Communication 3 credit hours
CMC 477 Organizational Communication 3 credit hours

C. Media in Society Specialty (12 semester hours required)

The media in society specialty 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 or her professional or business career would benefit from this specialty.

REQUIRED COURSES:

CMC 210 The Communications Revolutions 3 credit hours
OR
CMC 262 Introduction to Mass Communication 3 credit hours
CMC 371 Film as Communication 3 credit hours
OR
CMC 372 Film as Social Commentary 3 credit hours
CMC 463 Mass Communication and Society 3 credit hours
CMC 467 Theories of Mass Communication 3 credit hours
D. Political Communication Specialty (12 semester hours required)

The Political Communication specialty 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 processes of political communication. This is an ideal specialty for students interested in politics, government, history or political science.

REQUIRED COURSES:

CMC 211  Protest and Public Opinion  3 credit hours
CMC 312  Argumentation and Debate  3 credit hours
CMC 417  20th Century Political Rhetoric  3 credit hours
CMC 419  Problems in Freedom of Speech  3 credit hours

E. Public Communication Specialty (12 semester hours required)

The Public Communication specialty focuses on the study of communication transactions in public settings. The anticipated general outcome 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 specialty valuable.

REQUIRED COURSES:

CMC 209  Speech Composition and Presentation  3 credit hours
CMC 244  Broadcast Performance  3 credit hours
OR
CMC 305  Presentational Speech Communication for Radio and Television  3 credit hours
CMC 410  Speakers, Campaigns and Movements  3 credit hours
CMC 415  Public Communication in Business, Administration and the Professions  3 credit hours
III. ELECTIVES

All Communication Studies majors are to select a minimum of 6 hours of electives from communication courses for which they have met prerequisites.

MINOR IN COMMUNICATION STUDIES (18 semester hours)

A minor in Communication Studies consists of any one of the 12-hour specialties in the Communication Studies Major, plus CMC 201, Public Speaking, and CMC 202, Principles of Communication.

Effective for students matriculating Fall 1994 or later.

Rev: May 1993/April 1994
COMMUNICATION APPLICATIONS TRACK

B.A. or B.S. in Communication

Curriculum Description

The Communication Applications track is a career-oriented program that emphasizes the application of communication theory and principles to an array of communication contexts including: interpersonal relationships, small group interaction (including the family), and communication in work organizations. Drawing on interrelated principles from the fields of Communication, Computer Science, English, Psychology, and Sociology, the student develops a broad perspective on how human communication serves as the driving force in interpersonal, group and work organization contexts. The emphasis in this track on diagnosing and solving communication-related problems in these contexts prepares students for careers in personnel administration, training and development, marketing, sales, human services, student services, and related careers that require excellent oral communication, written communication, and relationship skills, as well as the ability to analyze complex communication systems and recommend how to improve their functioning.

The track consists of a minimum of 45 credit hours (27 within the department and 18 outside of the department); 30 of the 45 credit hours must be taken in courses numbered 300-499. At least 15 credit hours in Communication must be taken at SUNY Brockport.

Required Communication Courses

(18 credit hours required)

CMC 202  Principles of Communication
(MUST BE TAKEN AT SUNY BROCKPORT AND PASSED WITH A GRADE OF "C" OR BETTER)

CMC 273  Interpersonal Communication

CMC 316  Interpersonal Communication in Business and the Professions

3 credit hours

3 credit hours

3 credit hours
CMC 415  Public Communication in Business, Administration, and the Professions  3 credit hours
CMC 473  Theories of Communication  3 credit hours
CMC 477  Organizational Communication  3 credit hours

**Cognate Requirements**
*(9 credit hours required, with no more than 3 credit hours from one department)*

CSC 304  Office Information Systems *(PREREQUISITE CSC 104)*  3 credit hours
ENL 305  Advanced Composition  3 credit hours
OR
ENL 308  Business Writing With Computer  3 credit hours

PSH 331  Personality *(PREREQUISITE PSH 101 or 110 or 112)*  3 credit hours
OR
PSH 332  Social Psychology *(PREREQUISITE PSH 101 or 110 or 112)*  3 credit hours

SOC 427  Power in Human Societies  3 credit hours
OR
SOC 361  Sex, Marriage and the Family *(PREREQUISITE: ANY LOWER-DIVISION SOCIOLOGY COURSE)*  3 credit hours

**Communication Electives**
*(9 credit hours required)*

CMC 312  Argumentation and Debate  3 credit hours
CMC 314  Small Group Communication  3 credit hours
CMC 317  Interviewing  3 credit hours
CMC 418  Cross-Cultural Communication  3 credit hours
CMC 319  Propaganda and Persuasion  3 credit hours
CMC 332 Public Relations Principles & Practices  
(PREREQUISITE: CMC 224, News Writing & Reporting)  
CMC 413 Nonverbal Communication  
CMC 472 Group Leadership  
*CMC 475 Communication Applications Internship I  
*CMC 476 Communication Applications Internship II  
CMC 479 Conflict Resolution Through Communication  
CMC 483 Communication Training and Development  

*Open only to seniors majoring in Communication Applications  
who have a minimum G.P.A. of 2.8 in their major  

Outside Specialization  
(9 credit hours required)  

After selecting a related area of academic study that most closely supports their educational and career goals, students will consult with their advisors to elect courses in that department. All three courses must be taken in one department and at least two must be at the 300-499 level. The disciplines are: Computer Science, Economics and Business Administration, English, Political Science, Psychology, and Sociology. If the student can demonstrate that some other academic area more clearly relates to his or her educational and career goals, this area can be used to meet this requirement. No course can be used to fulfill more than one requirement in this program.  

Announcement  

A 15-credit Spring Semester overseas program of Communication and Information Studies is available at Queen Margaret College, Edinburgh, Scotland for SUNY students. See your advisor if interested.  

Effective for students matriculating Fall 1994 or later.  

3/28/94
Proposal for Revised

Interdisciplinary Major in Communication

Broadcasting Track
Interdisciplinary Major in Communication – Broadcasting

Brief Description of New Program and How It Differs from Current Program

With the addition of four courses (CMC 324, CMC 445, BUS 325 and CSC 105) as major electives, the proposed new Broadcasting Track provides a more complete foundation for students seeking to pursue a career in electronic media and related fields. The two new CMC courses provide the opportunity for more in-depth work in writing and digital radio production. The inclusion of the two inclusion of two electives outside the department (BUS 325, CSC 105) recognizes the need for better integration between students' broadcast, computer science and business preparation.

The new program, with the addition of these four courses, provides students with the opportunity to pursue advanced study in writing and production not available within the current program.

Rationale for New Program and Significant Included Changes

The new program responds to the evolving needs of the field: that students graduate better equipped as electronic media writers, problem solvers, producers and editors. The new and added courses recognize contemporary trends of the merging of various components in broadcasting production, business and computer applications. The proposal builds on the strengths of the existing program and adds components that had been missing.

Statement of How New Program Will Affect Student Interests and Enrollments

The broadcasting program has, in recent years, experienced a significant growth in the number of majors and an incremental growth in new equipment. The program has been successful as evidenced by the number of Broadcasting track graduates finding employment in regional media outlets. The program draws students from the Western New York area and from around the state.

Brockport's Broadcasting Track of the Interdisciplinary Major in Communication is the one public college or university comprehensive broadcasting program in the central and western New York areas. The Brockport broadcasting curriculum is less theory oriented, and more hands-on oriented than that of the Communication department at SUNY College at Geneseo. The Communication departments of both the SUNY College at Fredonia and SUNY College at Buffalo offer broadcasting programs of smaller scale than does Brockport, although SUNY-Buffalo offers comparable courses and internships, as well as access to studio and portable field equipment. The internship opportunities available to students at Brockport are superior to and greater in number than those offered students at SUNY-Geneseo and SUNY-Fredonia.

Programs that offer comparable accessibility to equipment and quality classroom experiences are available at Syracuse University’s Newhouse School of Public Communication and at Ithaca College, in both cases at private university tuition rates.

The Department of Communication anticipates the revised curriculum will continue to attract enrollments, as well as better provide advanced level coursework for upper division students.
MAJOR IN COMMUNICATION:
BROADCASTING TRACK
BA or BS in Communication

(Effective for students matriculating Fall 2002 or later)

The Broadcasting Track of the Major in Communication prepares students for employment in television and radio stations, cable companies, independent production studios, and corporate media centers. In doing so, the program presents students with real-world problems and professional projects providing extensive hands-on experience in collaborative problem-solving, organization, production and writing.

DEGREE REQUIREMENTS

The Broadcasting Track consists of at least 36 credit hours of coursework, including 15 credit hours in liberal arts core courses and 21 credit hours in specialization courses (9 credit hours in required courses and 12 credit hours in elective courses). At least 15 credit hours in communication must be completed at SUNY College at Brockport.

Students pursuing the Broadcasting Track are also required to complete a minor or second major in a discipline other than communication or journalism.

Successful completion of the Broadcasting Track requires that students complete, with a grade of "C" or better, the following courses: CMC 202, "Principles of Communication" (required of all majors in the Department of Communication, and must be taken at Brockport), and CMC 242, "Fundamentals of Radio/TV." 

I.  **Liberal Arts Core** (15 credit hours):

CMC 202  Principles of Communication  
CMC 242  Fundamentals of Radio/TV  
CMC 243  Radio/TV Writing I  
CMC 467  Mass Communication Theory and Research  
CMC 496  Contemporary Broadcast Issues

II.  **Specialization Courses** (21 credit hours):

   **Required Courses** (9 credit hours):

CMC 343  Broadcast Announcing  
CMC 346  Radio Production  
CMC 348  Television Production
Elective Courses selected from the following (12 credit hours):

CMC 312  Argumentation and Debate
Either of:
CMC 319  Propaganda and Persuasion
CMC 491  Influence and Persuasion
CMC 324  Advanced Media Writing
CMC 353  Broadcast Sales and Marketing
CMC 358  TV Directing and Field Production
CMC 366  Broadcast Journalism
CMC 373  Critical Studies in Mass Communication
CMC 445  Advanced Radio Production
CMC 446  Advanced Television Production
CMC 466  Advanced Broadcast Journalism
CMC 468  Media Law
CMC 475  Communication Internship
CMC 495  Senior Honors in TV/Radio Production
ART 311  Introduction to Video
ART 412  Video Production II
BUS 335  Introduction to Marketing
CSC 105  Internet and Web Publishing
THE 124  Voice and Diction

III. Non-Communication Minor or Second Major

All students pursuing the Broadcasting Track of the Major in Communication must also complete a minor (normally 18-21 credit hours) or a second major (normally 30-36 credit hours) in a discipline other than broadcasting, communication or journalism.

In lieu of a minor or second major in another discipline, students may elect, with departmental approval, a contractual program consisting of a minimum of 18 credit hours of courses in an area not identified as a formal minor or major at Brockport. Study of a foreign language other than French or Spanish (in which minors are offered), bilingual-multicultural studies or foreign cultural studies is encouraged as such a program.
### Interdisciplinary Major in Communication – Broadcasting

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<tr>
<th>Current Major (36 Credit Hours)</th>
<th>Proposed Major (36 Credit Hours)</th>
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<tr>
<td><strong>I. Liberal Arts Core (15 credits required)</strong></td>
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<td>CMC 202 Principles of Communication</td>
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<td>CMC 355 ENG Field Production</td>
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SUNY COLLEGE at BROCKPORT
DEPARTMENT of COMMUNICATION

BROADCASTING TRACK

Curriculum Description

The track in broadcasting prepares students for employment in television and radio stations, cable companies, independent production studios and corporate media centers.

The broadcasting major consists of 36 credits of coursework, including 15 credits in liberal arts core courses and 21 credits in specialization courses (9 required credits and 12 credits of electives). At least 15 credit hours in communication must be taken at SUNY Brockport.

IN ADDITION, STUDENTS PURSUING THE BROADCASTING TRACK ARE REQUIRED TO COMPLETE A SECOND MAJOR OR MINOR AT THIS COLLEGE IN A DISCIPLINE OTHER THAN COMMUNICATION.

ADDITIONALLY, SUCCESSFUL COMPLETION OF THE BROADCASTING TRACK REQUIRES THAT STUDENTS COMPLETE, WITH A GRADE OF "C" OR BETTER THE FOLLOWING COURSES:

CMC 202 Principles of Communication
(MUST BE TAKEN AT BROCKPORT)

CMC 242 Fundamentals of Radio/Television

LIBERAL ARTS CORE (15 credits)

CMC 202 Principles of Communication
(MUST BE TAKEN AT BROCKPORT) 3 credit hours
CMC 242 Fundamentals of Radio and Television 3 credit hours
CMC 243 Radio and TV Writing I 3 credit hours
CMC 467 Theories of Mass Communication 3 credit hours
CMC 496 Contemporary Broadcast Issues 3 credit hours
SPECIALIZATION COURSES (9 credits)

CMC 343 Broadcast Announcing 3 credit hours
CMC 346 Radio Production 3 credit hours
CMC 348 Television Production 3 credit hours

ELECTIVES (12 credits required; must be selected from the following):

CMC 312 Argumentation and Debate 3 credit hours
CMC 319 Propaganda and Persuasion 3 credit hours
CMC 345 Radio/TV Writing II 3 credit hours
CMC 353 Broadcast Sales and Marketing 3 credit hours
CMC 358 ENG/EP Field Production 3 credit hours
CMC 366 Broadcast Journalism 3 credit hours
CMC 446 Advanced TV Production 3 credit hours
CMC 454 Advanced TV Directing 3 credit hours
CMC 456 Professional Broadcast Internship 3 credit hours
CMC 462 Media Research Methods 3 credit hours
CMC 465 Radio Practicum 3 credit hours
CMC 495 Advanced Broadcast Journalism 3 credit hours
CMC 468 Law of Mass Communication 3 credit hours
CMC 496 Senior Honors in TV/Radio Production 3 credit hours
ART 311 Introduction to Video 3 credit hours
ART 412 Video Production II 3 credit hours
THE 124 Voice and Diction 3 credit hours

Effective for students matriculating Fall 1994 or later.

May 1993
Rev 1999
Proposal for Revised

Major in Journalism
Major in Journalism

Brief Description of New Program and How It Differs from Current Program

The proposed new undergraduate Major in Journalism offered by the Department of Communication represents both a major conceptual and structural revision of the current major first offered in the 1997-1998 academic year. Prior to its introduction as a separate major, the department's journalism program was offered as one of three tracks comprising the Interdisciplinary Major in Communication, the other two tracks being those in Broadcasting and Communication Applications.

Three major modifications distinguish the proposed new major from the one currently offered:

1. The current major requires students to complete a Journalism/Mass Communication Core of 21 credit hours, and then select and complete one of three 15 credit hour specialization sequences: News-Editorial, Electronic Journalism, or Public Relations and Public Information. These three separate sequences are eliminated in the proposed new program, replaced by elective courses previously forming the nuclei of those sequences and allowing students more latitude in tailoring their programs of study to their individual media interests. The proposed major requires students to complete a Journalism/Mass Communication Core of 27 credit hours and to elect at least nine credit hours of print and/or broadcasting journalism or public relations electives.

2. Several of the courses offered in the current major have been eliminated, and several others have been merged in the new program to form new courses retaining the objectives and content of the courses merged. In all, ten courses currently offered are eliminated in the proposed new program and five courses redesigned with new objectives and content.

3. Five new courses, most of which would provide instruction in media writing, research, or media editing and design, all of which recognize the reality of increasingly accelerating trends in media convergence and multiplicity, are incorporated in the proposed new major.

Rationale for New Program and Significant Included Changes

Two primary rationales inform the structure and content of the proposed revised Major in Journalism. First, the Department of Communication recognizes and wishes to accommodate its Journalism program to the burgeoning trends in media convergence and multiplicity in which distinctions between print, broadcast, and other media forms and practices are becoming less and less real, and in which media professionals must be equally conversant with and competent in all or most media environments. It no longer is enough that a student graduate with the knowledge and skills to be a competent print journalist or public relations specialist; he or she must now be equally knowledgeable and skilled (or nearly so) in broadcast, computer and other telecommunications media environments and technologies.

Second, driven in part by program staffing limitations making it increasingly difficult to offer both the required courses and a variety of elective courses in the current major with sufficient frequency to meet demand, the need to simplify the structure and reduce the complexity of the current Journalism major is apparent. The elimination of the current program's three separate specialization sequences in favor of a limited number of electives from which students might choose, coupled with the elimination of elective courses infrequently or never taught, in the proposed new major is an effort to address that difficulty. In addition, the less complex structure of the proposed Major in Journalism will make course selection decisions less cumbersome for both students and academic advisors.

Statement of How New Program Will Affect Student Interests and Enrollments

As is the case with the current Major in Journalism, the proposed new program would be one of a small number of comprehensive freestanding majors in Journalism. With the exceptions of the journalism programs of Syracuse University, New York University and Columbia University (the latter being a graduate program only), journalism instruction in New York State is general and the Western New York Region more
particularly, is most commonly offered as a minor, a course sequence or group of uninterested courses within a particular college's or university's departments of English or Communication. In the immediate region, majors in journalism and/or public relations are not offered at SUNY College at Buffalo, the University of Buffalo, SUNY College at Fredonia, SUNY College at Geneseo, Rochester Institute of Technology, University of Rochester or Nazareth College. The Department of Communication at St. John Fisher College offers its students a sequence in journalism and a second in public relations, and SUNY College at Oswego's Program in Community Journalism is a less comprehensive journalism program than is the proposed (or current) Major in Journalism.

Given the relative unique existence of a Major in Journalism at SUNY College at Brockport, the proposed major will continue to attract the students drawn to the program when first introduced in 1997. That the proposed new program attends to and emphasizes the recently developing phenomena of media convergence and multiplicity should increase and sustain the major's contemporary appeal to students and prove an additional attractant to students contemplating a future in media. It is expected that adopting the proposed new Major in Journalism will result in an increased number of students electing the major, although the Department of Communication because of staffing and resource concerns must exercise caution in allowing the number of students pursuing the major to too rapidly expand. Too, because of the broader scope and appeal of the revised major, it is anticipated that student quality may rise in some small measure.
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