Resolution #22
2002-2003
FACULTY SENATE

SUNY BROCKPORT
Faculty Senate
State University of New York
College at Brockport
50 New Campus Drive
Brockport, NY 14420-2925
(585) 395-2586 (Fax) 395-2246

TO: Dr. Paul Yu, College President

FROM: The Faculty Senate Meeting on: April 21, 2003

RE: 1. Formal Resolution (Act of Determination)
     2. Recommendation (Urging the Fitness of)
     3. Other, For Your Information (Notice, Request, Report, etc.)

SUBJ: Changes to Major & Minor in Communication

Signed: (Dr. Kenneth O'Brien, 2002-2004 Faculty Senate President)

MAY 8 2003
350 New Campus Drive
Brockport, NY 14420-2925

TO: The Faculty Senate

FROM: Dr. Paul Yu, College President

RE: I. Decision and Action Taken on Formal Resolution (circle)
    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. Response to Recommendation or Other/FYI
    a. Received and acknowledged
    b. Comment:

DISTRIBUTION TO: President's Staff and School Deans

Distribution Date: 5/16/03

Signed: (Dr. Paul Yu, President, SUNY College at Brockport)

Date: 5-5-03

Faculty Senate, 04/23/03
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SUNY BROCKPORT
Department of Communication

Proposed Changes to the
MAJOR (and Minor) 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 18-credit hour Communication Studies Core, must select one of the two 18-credit hour specialities offered in the major. At least 15 of the 36 credit hours in Communication Studies must be taken at SUNY Brockport.

Successful completion of the major requires students to complete, with a grade of “C” or better, CMC 202, “Principles of Communication” (required of all majors in the Department of Communication, and must be taken at Brockport).

I. Communication Studies Core (18 credit hours required; 6 credit hours must be in upper-division courses)

A. Required Course:

   → CMC 201 Public Speaking
   CMC 202 Principles of Communication
B. **Required Skills Course:** (one of the following courses selected by advisement):

- CMC 209 Speech Composition and Presentation
- CMC 312 Argumentation and Debate
- CMC 317 Interviewing
- CMC 319 Propaganda and Persuasion

C. **Required Cognate Courses:**

Students majoring in Communication Studies must complete three additional communication studies courses (9 credit hours) of their own choosing from the Communication Studies major specialty other than that one elected below. (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** (18 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
  - CMC 210 Communication Revolutions in Western Civilization

- 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 (9 credit hours):

- 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 (9 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 201 Public Speaking, CMC 202,
Principles of Communication, and 12 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 3 credit hours of elective courses
selected by advisement.

Faculty Senate Office, 4/10/03
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