

0615

**PROCESS C** New Programs-Major Program Revisions-Title Changes

SCC#05-06- 250

Library Resource Form Required

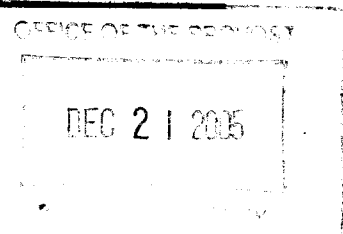
Submission Deadlines: Fall - October 11, 2005 Spring - February 14, 2006

**TITLE** Request for Separate B.A. Degree in Communication Studies

Sponsor(s) Cynthia L. Corison, Chair of Communication Studies email: corison@rowan.edu  
e-mail:  
e-mail:

**DEPARTMENT** Communication Studies  
**College** College of Communication

If LAS-check: History/Humanities Social/Behavioral Sciences  
Math/Science



**UNDERGRADUATE**  **GRADUATE**

DESCRIBE:

New Degree Program  New concentration, specialization, track  
 New Major  New Minor  
 New Certificate of Graduate Study Program (COGS & COGA)  
 Major changes of degree requirements/major/minor or certificate program  
 Changes to College name, School, Department, or Degree  
 Quasi curricular change

**Signatures Required: representing approval before submission to Office of the Senate**

Department Chair: Cynthia L. Corison Date: 9/28/05  
Department CURRICULUM Chair: [Signature] Date: 9/28/05  
Academic DEAN: [Signature] Date: 9/28/05

COLLEGE CURRICULUM COMMITTEE: Open Hearing Date: 11/10/05  
Approved: [Signature]  
Not Approved: \_\_\_\_\_

Signature: College Curriculum Chair [Signature]

Signature: SENATE CURRICULUM CHAIR [Signature]  
Date: 12/12/05

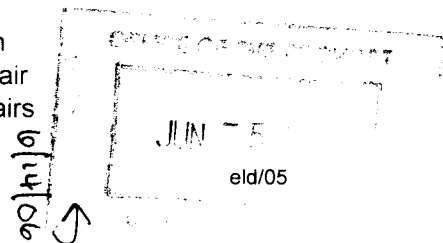
Comments: \_\_\_\_\_

Signature: Executive Vice President/Provost: [Signature]  
Date: 5/1/06

Approved:   
Not Approved: \_\_\_\_\_

Signature: REGISTRAR [Signature]  
Date: 5/25/06  
Course Description Received & Approved  
Hegis Taxonomy & Course # \_\_\_\_\_

Notification Forward:  
 SCC CHAIR  Academic Dean  
 IR  Department Chair  
 CAP  VP/Student Affairs  
 Registrar  Other- \_\_\_\_\_



db 10/16/06

PRESIDENTS' COUNCIL NEW PROGRAMS RESOLUTION  
*Resolution 022106-6*

**WHEREAS**, Section 8.b. of the Higher Education Restructuring Act of 1994 gives the Presidents' Council the responsibility to "review and make recommendations to the [C]ommission [on Higher Education] concerning proposals for new programs that exceed the programmatic mission of an institution or that change the programmatic mission of an institution"; and section 8.c. of the Higher Education Restructuring Act of 1994 gives the Presidents' Council the responsibility to "review and comment on proposals for new programs that demand significant added resources or raise significant issues of duplication but do not exceed the programmatic mission of the institution or require a change in the programmatic mission," and this statutory section goes on to state that "if the council determines that a proposed new program is unduly expensive or unduly duplicative, the council shall refer that proposal to the Commission for review; however, unless the Commission disapproves of that program within 60 days of its referral, the program shall be deemed approved"; and

**WHEREAS**, Rowan University is requesting the following conversions of existing specializations to full degree programs;

Rowan University

From: BA: Communication, Advertising Specialization  
To: BA: Advertising

From: BA: Communication, Communication Studies Specialization  
To: BA: Communication Studies

From: BA: Communication, Journalism Specialization  
To: BA: Journalism

From: BA: Communication, Public Relations Specialization  
To: BA: Public Relations

From: BA: Communication, Radio, Television & Film Specialization  
To: BA: Radio, Television & Film

From: BA: Communication, Writing Arts Specialization  
To: BA: Writing Arts

**and WHEREAS**, Rowan University has requested a waiver from the full process for approval of new degrees;

**and WHEREAS**, the Academic Issues Committee of the Presidents' Council has determined that Rowan University has complied with all applicable procedures under the New Degree Program Review Process, and that Rowan University has provided the required documentation under § II. B of the Academic Issues Committee Manual (request for waiver);

**and WHEREAS**, the Academic Issues Committee has granted Rowan University with a waiver to the full degree review process;

**NOW THEREFORE, BE IT RESOLVED** that, upon the recommendation of the Academic Issues Committee of the Presidents' Council, the Presidents' Council has determined that the above-referenced proposed new degree programs does not exceed the mission of the institution concerned, and does not need to be referred for further action to the Commission on Higher Education under the terms of the Higher Education Restructuring Act of 1994.

ROWAN UNIVERSITY  
BOARD OF TRUSTEES  
ACADEMIC AFFAIRS SUBCOMMITTEE

*Sent to AIC  
12/1/05*

SCC Proposal # **None**

Department/College: **College of Communication**

Action Item: **Converting Options/Concentration Waiver Request**

Submitted by: *Christy L. Linn*  
(Provost)

**Justification:** Rowan University is requesting a waiver to the new degree program review process in order to convert the existing specializations in the College of Communication into separate degree programs.

From: BA: Communication, Advertising Specialization 228  
To: BA: Advertising

From: BA: Communication, Communication Studies Specialization 251  
To: BA: Communication Studies

From: BA: Communication, Journalism Specialization 230  
To: BA: Journalism

From: Communication, Public Relations Specialization 244  
To: BA: Public Relations

From: Communication, Radio, Television & Film Specialization 249  
To: BA: Radio, Television & Film

From: BA: Communication, Writing Arts Specialization 05-00 205  
To: BA: Writing Arts

Approved: 11-22-05  
(Date)

Signed: *Donald J. Pardo*  
(Committee Chair)

Notice of this action item will be **announced** at the full Board of Trustees meeting to be held on December 14, 2005 and will be forwarded to the Academic Issues Committee of the New Jersey Presidents' Council for **approval**.

	YES	DATE
AA/BOT	<u>✓</u>	<u>11-22-05</u>
FULL BOARD	<u>✓</u>	<u>4-26-06</u>
STATE	<u>   </u>	<u>   </u>

This form **MUST BE COMPLETED FOR NEW COURSE or PROGRAM PROPOSALS, and EXTENSIVE CHANGES TO A COURSE or PROGRAM.**

The purpose of this form is to provide a channel of communication between the Campbell Librarians and faculty when submitting new course or program proposals, or making extensive changes to existing courses or programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the new courses/programs, or extensive changes to same. The information will also provide the rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian.

**Note:** Sponsor(s) complete parts A & B  
If assistance is required to complete, please notify the librarian liaison.  
Forward this form to the librarian who will complete parts C, D & E

**When form is completed, attach to the original curriculum proposal before submitting to the Senate office.**

A. College College of Communication

Department Communication Studies

Proposed by Dr. Cindy Corison, Chair

Date: 29-Sep-05

COURSE TITLE: Request for Separate B.A in Communication Studies

Anticipated Date for Course/Program Offering Fall 2006

**B. List specific resources that should be acquired to support this course.**

Since there are no changes in actual curricula from the the specialization in Communication Studies, no additional resources are needed

**C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.**

*The Academic Search Premier, Communication Full Text, and Communication and Mass Media Complete databases provide access to hundreds of appropriate journals.*

**D. List key periodicals available in the library to support this course/program.**

*A keyword search for "communication" and "journal" lists 201 journals in our print collection (list attached). Hundreds more are available in the above databases.*

**E. Librarian comments & recommendations:**

*The library has sufficient resources to continue to support this program.*

LIBRARIAN LIAISON: Benjamin Fisher


Signature:

*Benjamin F. Fisher, Ph.D.*



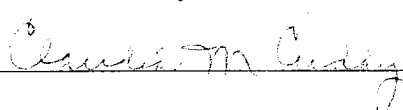
The five departments of the College of Communication have consulted on the proposed six specialization "BA degrees" and have concurred that we fully support the effort to become individual majors. Because of the need in our disciplines to differentiate between a general communication degree and a particular knowledge base, the proposed BA degrees will add value to the ability of our students to enter the workplace or pursue graduate education. All five departments commit to this endeavor and will work toward its speedy enactment.

Cindy Corison, Communication Studies



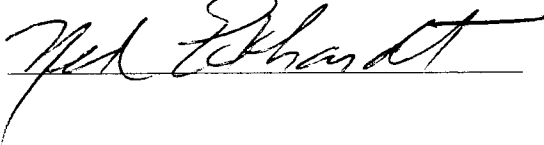
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Claudia Cuddy, Journalism



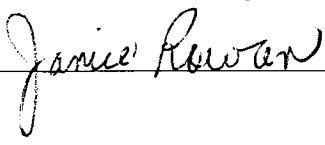
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Ned Eckhardt, Radio/TV/Film



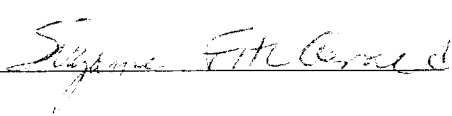
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Janice Rowan, Writing Arts



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Suzanne FitzGerald, Public Relations/Advertising



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September 29, 2005

## Curriculum Proposal (Format C)

### Change of Degree Title/Separate B.A. Degree

**From:** B.A. in Communication with a Communication Studies Specialization

**To:** B.A. in Communication Studies

**Abstract:** A change in degree title from B.A. in Communication with a specialization in Communication Studies to B.A. in Communication Studies is sponsored by Cynthia L. Corison, Chair of the Department of Communication Studies. Over several years communication majors associated in different specializations have indicated that upon graduation, a degree in one's specific specialization would be more highly considered by potential employers and graduate schools. Changes in our curriculum are very minor and there will be essentially no changes to the relationship with the other departments (specializations) in the College of Communication. As such, additional staff and space is not required for this change. We would like to see the implementation by Fall semester 2006.

**Time Frame:** We request that the new B.A. be in place by Fall 2006

### Details:

- a. **Title of Proposal:** Request for a Separate B.A. Degree in Communication Studies
- b. **Sponsor:** Cynthia Corison, Communication Studies Chair
- c. **Size of program:** Numbers of majors over the past several years are provided in the table below. We expect the size to remain essentially the same with slow growth. (Note that the significant change in numbers after Fall 2002 can be explained by our introduction of an entirely new curriculum that more closely resembles other, nationally known programs.)

<b>F98</b>	107
<b>F99</b>	111
<b>F00</b>	114
<b>F01</b>	95
<b>F02</b>	96
<b>F03</b>	65
<b>F04</b>	66
<b>S05</b>	66
<b>F05</b>	70

- d. **Need for Program Change:**

A driving force for requesting a change to separate degree programs is accreditation requested by the university's administration. The concern is that only Journalism can be evaluated by an accrediting body, AEJMC. This creates a problem in that the other five specializations, who currently share a degree program with journalism, would be subject to the same accreditation limitations. Some of these limitations (e.g., a strict limitation on internships; a limitation on the number of communication courses a student can count toward graduation) may make sense for journalism, but not for other specializations including Communication Studies. Having separate degrees would eliminate this problem.

Communication, as a discipline, is quite diverse. Our college addressed this diversity by having different specializations. It is now time to transform these specializations to separate degree programs. Separate majors will provide clear distinctions for the students and potential employers. Having our "own" major will allow us to more clearly describe who we are and what we do.

As a discipline, communication has changed in the past ten years in ways that make our present configuration of programs an obstacle to students learning what they need to learn. Students have expressed interest in developing multiple areas of communication expertise that can best be achieved through combinations of curricular structures (majors, minors, certificate programs, etc.). Such combinations—journalism and RTF, public relations and communication studies, creative writing and media programs—are not realistic options when all are subsumed in a single degree program.

- e. **Requirements for Admission and graduation:** No Changes
- f. **Time Frame:** New B.A. to begin Fall 2006
- g. **Resources required:** No additional resources are necessary
- h. **Library Sources:** Because all courses are currently supported, no new library sources are needed.

**Rationale:**

As stated under the “Need for Program Change” section, a B.A. in Communication Studies will provide students with a degree that more accurately represents their program of study and is much more valuable upon graduation. Also note that as changes are being made in college requirements, we are also making small changes to the program itself. These changes include the following: We have decreased our core requirements from 18 s.h. to 15 s.h. by removing the Mass Media and Their Influences requirement. This is now a course that may be selected under the Rhetoric/Cultural Studies track. In addition, a “Cross-Emphasis Elective has been added. The number of related electives remains the same (9 s.h) . Lastly, the number of Free Electives has increased from 21 s.h. to 30 s.h. (this increase in free electives was essentially made to accommodate transfer students and allow students more elective flexibility to promote on time graduation and facilitate the progress of transfer students). It should be evident that overall, our students will continue to be enrolled in a program that is essentially the same—it is only the degree they earn that will more accurately reflect that program.

One additional course has been proposed, Communicating Gender, and we expect it to be accepted by the Senate Curriculum Committee in the near future.

(Please see attached copies of our current curriculum and the new version for the minor changes being made.)

**Essence of the Program:**

- a. **Major Goals:** The goals for the new major will be the same as for the current specialization. This change in degree title, though, will more accurately reflect the program of study.
- b. **Specific Objective:** The objectives for the new major will be the same as for the current specialization. This change in degree title, though, will more accurately reflect the program of study.
- c. **Structure of Program:** see attached Curriculum
- d. **Identification of Courses:** see attached Curriculum
- e. **Sequence of Courses:** see attached Curriculum

- f. **Participation of other Departments:** There will be no significant changes from the current relationships. Our students will still be encouraged to take elective courses in other communication areas, which is an arrangement currently in place.
- g. **Compare and Contrast other programs:** Each of the specializations in the College of Communication is concurrently proposing a change in Major Title. Essentially, each program (specialization) is remaining the same. Thus, there is no need to compare and contrast with the other programs as relevant changes among the programs have not been proposed.
- h. **Administration:** No Changes
- i. **Program Evaluation:** No Change

**Results of consultation:**

As each department in the College of Communication is requesting similar changes, the degree title change to B.A. in Communication Studies is supported all other departments in the college as well as the College Dean, Dr. Craig Monroe.

**Essence of Program:**

The proposed program is not significantly different and what follows is provided for the sake of information.

a. **Major goals of program**

Communication studies is, simply put, the study of communication. Yet of course, it is more complex than that. Communication studies scholars are interested in the processes involved in the production of messages, the actual messages that people/organizations/cultures produce, the enactment of communication, and the effects of communication phenomenon. The study of communication crosses many domains, thus our program provides students with a sophisticated understanding of a wide variety of communication theories, strategies, and skills.

b. **Specific Objectives of Program**

The Rowan Communication Studies curriculum gives students a grounding in general communication studies concepts and theories and then requires that students select an emphasis reflective of the larger domains of communication studies research. As the Curriculum form indicates, students may select to focus on Rhetoric and Cultural Criticism or they may choose to focus on Interpersonal and Organizational Communication. In this way, students are encouraged and expected to study the communication process from various perspectives and engage the "hard truth" that there is no one best way to communicate or to understand communication.

The Communication Studies program at Rowan prepares students for a wide variety of post-graduation paths. With a firm grounding in theory and second order concepts, students who graduate with a specialization in communication studies are well prepared to continue into a Communication studies graduate program or law school. Our students will be ready to pursue careers in a variety of fields that require the ability to assess communication phenomenon and apply the theories and concepts learned to the communicative process.

c. **Structure of Program:** see attached Curriculum

d. **Identification of courses with brief description and credit hours for each:**

**0601.203 Mass Media and Their Influences**

*(Prerequisite: 1501.112 or permission of instructor)*

This course studies the impact on our daily lives of television, radio, films, magazines, and newspapers. 3 s.h.

**0601.203 Mass Media and Their Influences - WI**

*(Prerequisite: 1501.112 or permission of instructor)*

This is a writing intensive course that studies the impact on our daily lives of television, radio, films, magazines, and newspapers. 3 s.h.

**0601.207 Fiction and Film**

*(Prerequisite: 30 s.h.)*

This course provides comparative study of film and literature. Students learn the critical vocabulary of literature and film, and enhance their understanding of both art forms. 3 s.h.

**0601.220 Introduction to Communication Studies**

This course introduces students to the field of Communication Studies by examining the various disciplines within the field. 3 s.h.

**0601.221 Organizational Communication Theory and Research**

*(Prerequisite: 1506.202)*

This course introduces students to the basics of organizational communication. The class focuses on how scholars and researchers study and understand the communication patterns and relationships of organizational participants. 3 s.h.

**0601.222 Rhetorical Theory**

*(Prerequisite: 1506.202)*

This course introduces students to the concept of rhetoric and how it has been theorized from antiquity to the present. 3 s.h.

**0601.300 Communication Theory**

*(Prerequisite: 1501.112 or permission of instructor)*

This sophomore-level course acquaints students with current theories and perspectives as they apply to a variety of communication environments. 3 s.h.

**0601.320 Ethical Issues in Human Communication**

*(Prerequisite: 58 s.h.)*

This course addresses numerous ethical conundrums in our communicative activities. Specific ethical systems provide the groundwork for application to interpersonal, organizational, intercultural, political, and rhetorical communication contexts. 3 s.h.

**0601.319 Intercultural Communication**

*(Prerequisite: 1501.112)*

Intercultural Communication will consider the theory, research, and experience of intercultural communication. The nature of culture and its relationship to communication and intercultural communication will be discussed. 3 s.h.

**0601.322 Family Communication**

*(Prerequisite: 1506.202)*

This course focuses on how scholars and researchers study and understand the communication patterns and relationships in families. 3 s.h.

**0601.321 Health Communication**

*(Prerequisite: 1506.202)*

This course addresses the topic of health as it is enacted and defined in communication. 3 s.h.

**0601.323 Images of Gender in Popular Culture**

*(Prerequisite: 1506.202)*

This course examines the concept of gender as it is rhetorically constructed in contemporary popular culture. 3 s.h.

**0601.402 Selected Topics in Communication**

This course provides students with an opportunity to thoroughly investigate specific areas critical to the field of communication. 3 s.h.

**0601.405 Independent Study**

*(Prerequisite: Department permission)*

This course provides students with an opportunity to work independently on specialized communication topics under the guidance of a faculty member. 3 s.h.

**0602.330 International Media Communication**

This course examines systems of communication from a global perspective, analyzing the historical, cultural, and philosophical influences that have shaped those systems. 3 s.h.

**0605.301 Political Communication**

Political Communication introduces students to the theory and critique of political, public discourse. The course seeks to heighten students' awareness of the inherently political nature of language, images, and other forms of public discourse. 3 s.h.

**0699.361 Introduction to Survey Research**

*(Prerequisite: 60 s.h.)*

This course provides students with an understanding of research in general and survey research in particular. 3 s.h.

**0699.363-4-5 Field Experience in Communication I, II, III**

*(Prerequisites: Majors, 75 s.h., Permission of Instructor)*

Under professional supervision in the field, students practice theories and skills learned in the classroom. 3 s.h.

**0699.462 Public Opinion**

*(Prerequisite: 0699.361 or Communication Research Methodology)*

This course includes the nature and role of public opinion, the dynamics of public opinion processes, and the numerous factors which shape or influence opinions. 3 s.h.

**1505.280 Semantics**

*(Prerequisite: 30 s.h.)*

This course makes students aware of the relationship between language and human behavior and of the use and abuse of oral and written language. 3 s.h.

**1505.281 Semantics-WI**

*(Prerequisite: 30 s.h.)*

This course makes students aware of the relationship between language and human behavior and of the use and abuse of oral and written language. 3 s.h.

**1505.380 Linguistics**

Students study the nature of human language by examining four major components: phonology, semantics, syntax, morphology. 3 s.h.

**1506.202 Public Speaking**

*(Prerequisite: 1501.112)*

This course trains students in the fundamentals of public speaking, including the theories and practice of speech preparation and speech delivery. 3 s.h.

**1506.205 Persuasion and Social Influence**

This course surveys theories and theorists dealing with the area of persuasion, beginning with the Classical Age and extending through present day empirical research. 3 s.h.

**1506.206 Interpersonal Communication**

Students will explore the basic theories and concepts of interpersonal communication research. 3 s.h.

**1506.245 Small Group Communication**

This course focuses on the principles and theories of communication as they relate to the small group process. 3 s.h.

**1506.246 Small Group Communication-WI**

This is a writing intensive course that focuses on the principles and theories of communication as they relate to the small group process. 3 s.h.

**1506.300 Advanced Public Speaking**

*(Prerequisite: 1506.202 or permission of instructor)*

Students analyze the special problems of advanced speech composition and delivery through discussion and platform appearance. 3 s.h.

**1506.330 Communication Studies Research Methods**

*(Prerequisite: 0601.300)*

This course introduces the student to quantitative and qualitative research methods used in communication studies. 3 s.h.

**1506.340 Argumentation and Debate**

*(Prerequisite: 1506.202 or permission of instructor)*

This course focuses on the principles and techniques of argumentative speaking and formal debating. 3 s.h.

**1506.406 Seminar in Communication Studies--WI**

*(Prerequisite: Senior standing in the Communication Studies specialization or permission of instructor)*

This writing intensive course provides a seminar experience in areas of communication that are not part of the regular course offerings. 3 s.h.

**1506.441 Rhetorical Criticism**

*(Prerequisite: 1506.202)*

This course surveys ancient to modern theories of speech criticism in order to develop defensible criteria for evaluating speeches, social movements, and "non-oratorical" events. 3 s.h.

# Proposed Curriculum for B.A. in Communication Studies

## **Core Requirements (15 s.h.):**

All Communication Studies students should complete the following courses (with grades no lower than a C-) before taking courses within the specializations.

**Introduction to Communication Studies** (3 s.h.)  
**Communication Theory** (3 s.h.)

All Communication Studies majors will also be required to complete the following courses prior to graduation.

**Communication Studies Research Methods** (3 s.h.)  
**Ethical Issues in Human Communication** (3 s.h.)– Requires junior standing or permission of instructor  
**Senior Seminar** (3 s.h.)– Requires senior standing or permission of instructor

## **Communication Studies Emphases (12 s.h.)**

Each student will select one area of specialization within the department and complete 4 of the offered courses in that area (with grades no lower than a C-).

### RHETORIC/CULTURAL CRITICISM

**Mass Media and their Influences**  
**Rhetorical Theory**  
**Rhetorical Criticism**  
**Persuasion and Social Influence**  
**International Media Communication**  
**Political Communication**  
**Images of Gender in Popular Culture**  
**Special Topics in Communication**

### INTERPERSONAL/ORGANIZATIONAL COMMUNICATION

**Interpersonal Communication**  
**Organizational Communication Theory and Research**  
**Small Group Communication**  
**Family Communication**  
**Intercultural Communication**  
**Health Communication**  
**Communicating Gender\***  
**Special Topics in Communication**

## **Cross-Emphasis Elective (3 s.h.)**

Each student will select and complete one course from the specialization area in which they are NOT specializing (with a grade no lower than a C-).

## **Related Electives (9 s.h.)**

Each student will select a minimum of 2 related courses to take *in addition* to the required core courses and the courses taken in the area of specialization.

### RELATED COURSES

**Semantics**  
**Advanced Public Speaking**  
**Literature into Film**  
**Intro to Electronic Media**  
**Images of Women in Film**  
**TV History and Appreciation**  
**Persuasion and Social Influence**  
**International Media Communication**  
**Intercultural Communication**  
**Health Communication**  
**Field Experience I & II •**

**Linguistics**  
**Communication Law**  
**Intro to Public Relations**  
**Writing for the Workplace**  
**Rhetorical Theory**  
**Rhetorical Criticism**  
**Small Group Communication**  
**Family Communication**  
**Communicating Gender\***  
**Images of Gender in**  
**Popular Culture**

**Argumentation and Debate**  
**Intro to Survey Research**  
**Intro to Advertising**  
**Film History and Appreciation**  
**Interpersonal Communication**  
**Organizational Communication**  
**Theory and Research**  
**Public Opinion**  
**Political Communication**  
**Special Topics in Communication**  
**Practicum •**

## **Free Electives (30 s.h.)**

While any course offered at Rowan is appropriate for these elective credits, students should carefully consider using these credits to build a minor or develop their understandings of a particular area of interest.

- \* Awaiting approval from the Provost.
- Students are strongly encouraged to take Field Experience or Practicum.

## Communication Studies Curriculum

### Core Requirements (18 s.h.):

All Communication Studies students will need to complete the following courses (with grades no lower than a C-) before taking courses within the specializations.

**Introduction to Communication Studies**  
**Communication Theory**  
**Mass Media and their Influences**  
**Communication Studies Research Methods**

All Communication Studies majors will also be required to complete the following courses prior to graduation.

**Ethical Issues in Human Communication** – Requires junior standing or permission of instructor  
**Senior Seminar** – Requires senior standing or permission of instructor

### Communication Studies Emphases (12 s.h.)

Each student will select one area of specialization/emphasis within the department and complete 4 of the offered courses in that area (with grades no lower than a C-). Courses with an \* by the title are in process and may only be offered as a special topic.

**RHETORIC/CULTURAL  
CRITICISM**

**Rhetorical Theory**  
**Rhetorical Criticism**  
**Persuasion and Social Influence**  
**\*International Communication**  
**Public Opinion**  
**Political Communication**  
**Images of Gender in Popular Culture**  
**Special Topics in Communication**

**INTERPERSONAL/ORGANIZATIONAL  
COMMUNICATION**

**Interpersonal Communication**  
**Organizational Communication Theory and Research**  
**Small Group Communication**  
**Family Communication**  
**\*Intercultural Communication**  
**Health Communication**  
**Special Topics in Communication**

### Related Electives (9 s.h.)

Each student will select a minimum of 3 related courses to take *in addition* to the required core courses and the courses taken in the area of specialization. Courses with an \* by the title are in process and may only be offered as a special topic.

RELATED COURSES

**Semantics**  
**Argumentation and Debate**  
**Communication Law**  
**Literature into Film**  
**Intro to Advertising**  
**Writing for the Workplace**  
**Images of Women in Film**  
**Interpersonal Communication**  
**Rhetorical Criticism**  
**Persuasion and Social Influence**  
**\*International Communication**  
**Public Opinion**  
**\*Political Communication**  
**Images of Gender in Popular Culture**  
**Field Experience I & II**

**Linguistics**  
**Advanced Public Speaking**  
**Intro to Survey Research**  
**Intro to Public Relations**  
**Intro to Electronic Media**  
**Film History and Appreciation**  
**Rhetorical Theory**  
**TV History and Appreciation**  
**Organizational Communication Theory and Research**  
**Small Group Communication**  
**Family Communication**  
**\*Intercultural Communication**  
**Health Communication**  
**Special Topics in Communication**

### Free Electives (21 s.h.)

While any course offered at Rowan is appropriate for these elective credits, students should carefully consider using these credits to build a minor or develop their understandings of a particular area of interest.

## Curriculum Proposal (Format C)

### Change of Degree Title/Separate B.A. Degree

**From:** B.A. in Communication with a Communication Studies Specialization

**To:** B.A. in Communication Studies

**Abstract:** A change in degree title from B.A. in Communication with a specialization in Communication Studies to B.A. in Communication Studies is sponsored by Cynthia L. Corison, Chair of the Department of Communication Studies. Over several years communication majors associated in different specializations have indicated that upon graduation, a degree in one's specific specialization would be more highly considered by potential employers and graduate schools. Changes in our curriculum are very minor and there will be essentially no changes to the relationship with the other departments (specializations) in the College of Communication. As such, additional staff and space is not required for this change. We would like to see the implementation by Fall semester 2006.

**Time Frame:** We request that the new B.A. be in place by Fall 2006

#### Details:

- a. **Title of Proposal:** Request for a Separate B.A. Degree in Communication Studies
- b. **Sponsor:** Cynthia Corison, Communication Studies Chair
- c. **Size of program:** Numbers of majors over the past several years are provided in the table below. We expect the size to remain essentially the same with slow growth. (Note that the significant change in numbers after Fall 2002 can be explained by our introduction of an entirely new curriculum that more closely resembles other, nationally known programs.)

<b>F98</b>	107
<b>F99</b>	111
<b>F00</b>	114
<b>F01</b>	95
<b>F02</b>	96
<b>F03</b>	65
<b>F04</b>	66
<b>S05</b>	66
<b>F05</b>	70

d. **Need for Program Change:**

A driving force for requesting a change to separate degree programs is accreditation requested by the university's administration. The concern is that only Journalism can be evaluated by an accrediting body, AEJMC. This creates a problem in that the other five specializations, who currently share a degree program with journalism, would be subject to the same accreditation limitations. Some of these limitations (e.g., a strict limitation on internships; a limitation on the number of communication courses a student can count toward graduation) may make sense for journalism, but not for other specializations including Communication Studies. Having separate degrees would eliminate this problem.

Communication, as a discipline, is quite diverse. Our college addressed this diversity by having different specializations. It is now time to transform these specializations to separate degree programs. Separate majors will provide clear distinctions for the students and potential employers. Having our "own" major will allow us to more clearly describe who we are and what we do.

As a discipline, communication has changed in the past ten years in ways that make our present configuration of programs an obstacle to students learning what they need to learn. Students have expressed interest in developing multiple areas of communication expertise that can best be achieved through combinations of curricular structures (majors, minors, certificate programs, etc.). Such combinations—journalism and RTF, public relations and communication studies, creative writing and media programs—are not realistic options when all are subsumed in a single degree program.

- e. **Requirements for Admission and graduation:** No Changes
- f. **Time Frame:** New B.A. to begin Fall 2006
- g. **Resources required:** No additional resources are necessary
- h. **Library Sources:** Because all courses are currently supported, no new library sources are needed.

**Rationale:**

As stated under the "Need for Program Change" section, a B.A. in Communication Studies will provide students with a degree that more accurately represents their program of study and is much more valuable upon graduation. Also note that as changes are being made in college requirements, we are also making small changes to the program itself. These changes include the following: We have decreased our core requirements from 18 s.h. to 15 s.h. by removing the Mass Media and Their Influences requirement. This is now a course that may be selected under the Rhetoric/Cultural Studies track. In addition, a "Cross-Emphasis Elective has been added. The number of related electives remains the same (9 s.h). Lastly, the number of Free Electives has increased from 21 s.h. to 30 s.h. (this increase in free electives was essentially made to accommodate

transfer students and allow students more elective flexibility to promote on time graduation and facilitate the progress of transfer students). It should be evident that overall, our students will continue to be enrolled in a program that is essentially the same—it is only the degree they earn that will more accurately reflect that program.

One additional course has been proposed, Communicating Gender, and we expect it to be accepted by the Senate Curriculum Committee in the near future.

(Please see attached copies of our current curriculum and the new version for the minor changes being made.)

**Essence of the Program:**

- a. **Major Goals:** The goals for the new major will be the same as for the current specialization. This change in degree title, though, will more accurately reflect the program of study.
- b. **Specific Objective:** The objectives for the new major will be the same as for the current specialization. This change in degree title, though, will more accurately reflect the program of study.
- c. **Structure of Program:** see attached Curriculum
- d. **Identification of Courses:** see attached Curriculum
- e. **Sequence of Courses:** see attached Curriculum
- f. **Participation of other Departments:** There will be no significant changes from the current relationships. Our students will still be encouraged to take elective courses in other communication areas, which is an arrangement currently in place.
- g. **Compare and Contrast other programs:** Each of the specializations in the College of Communication is concurrently proposing a change in Major Title. Essentially, each program (specialization) is remaining the same. Thus, there is no need to compare and contrast with the other programs as relevant changes among the programs have not been proposed.
- h. **Administration:** No Changes
- i. **Program Evaluation:** No Change

**Results of consultation:**

As each department in the College of Communication is requesting similar changes, the degree title change to B.A. in Communication Studies is supported

all other departments in the college as well as the College Dean, Dr. Craig Monroe.

**Essence of Program:**

The proposed program is not significantly different and what follows is provided for the sake of information.

a. **Major goals of program**

Communication studies is, simply put, the study of communication. Yet of course, it is more complex than that. Communication studies scholars are interested in the processes involved in the production of messages, the actual messages that people/organizations/cultures produce, the enactment of communication, and the effects of communication phenomenon. The study of communication crosses many domains, thus our program provides students with a sophisticated understanding of a wide variety of communication theories, strategies, and skills.

b. **Specific Objectives of Program**

The Rowan Communication Studies curriculum gives students a grounding in general communication studies concepts and theories and then requires that students select an emphasis reflective of the larger domains of communication studies research. As the Curriculum form indicates, students may select to focus on Rhetoric and Cultural Criticism or they may choose to focus on Interpersonal and Organizational Communication. In this way, students are encouraged and expected to study the communication process from various perspectives and engage the "hard truth" that there is no one best way to communicate or to understand communication.

The Communication Studies program at Rowan prepares students for a wide variety of post-graduation paths. With a firm grounding in theory and second order concepts, students who graduate with a specialization in communication studies are well prepared to continue into a Communication studies graduate program or law school. Our students will be ready to pursue careers in a variety of fields that require the ability to assess communication phenomenon and apply the theories and concepts learned to the communicative process.

c. **Structure of Program:** see attached Curriculum

d. **Identification of courses with brief description and credit hours for each:**

**0601.203 Mass Media and Their Influences**

*(Prerequisite: 1501.112 or permission of instructor)*

This course studies the impact on our daily lives of television, radio, films, magazines, and newspapers. Students examine how the media influence politics, purchases, entertainment, and how they affect the culture in

shaping beliefs and attitudes. It discusses how each of the media operates and what each accomplishes. This course examines the gap between real life and "mediated" reality. 3 s.h.

**0601.203 Mass Media and Their Influences - WI**

*(Prerequisite: 1501.112 or permission of instructor)*

This is a writing intensive course that studies the impact on our daily lives of television, radio, films, magazines, and newspapers. Students examine how the media influence politics, purchases, entertainment, and how they affect the culture in shaping beliefs and attitudes. It discusses how each of the media operates and what each accomplishes. This course examines the gap between real life and "mediated" reality. 3 s.h.

**0601.207 Fiction and Film**

*(Prerequisite: 30 s.h.)*

This course provides comparative study of film and literature. Students learn the critical vocabulary of literature and film, and enhance their understanding of both art forms. The course covers American and foreign works. 3 s.h.

**0601.220 Introduction to Communication Studies**

This course introduces students to the field of Communication Studies by examining the various disciplines within the field. Such disciplines include interpersonal communication, communication ethics, health communication, family communication, organizational communication, intercultural communication, and others. The course also looks at the similarities and differences among the disciplines. 3 s.h.

**0601.221 Organizational Communication Theory and Research**

*(Prerequisite: 1506.202)*

This course introduces students to the basics of organizational communication. The class focuses on how scholars and researchers study and understand the communication patterns and relationships of organizational participants. Students are asked to consider a variety of perspectives and theories of organizational communication, while comparing them to each other and to their own experiences as organizational actors. 3 s.h.

**0601.222 Rhetorical Theory**

*(Prerequisite: 1506.202)*

This course introduces students to the concept of rhetoric and how it has been theorized from antiquity to the present. The course provides students with a systematic history of rhetorical study and spotlights significant theorists such as Plato, Aristotle, Cicero, Whately, Burke, and Derrida.

Students will explore how both ancient and contemporary theories of rhetoric apply to contemporary society. 3 s.h.

### **0601.300 Communication Theory**

*(Prerequisite: 1501.112 or permission of instructor)*

This sophomore-level course acquaints students with current theories and perspectives as they apply to a variety of communication environments. Drawing upon a wealth of timely research, students study theories relating to interpersonal, small group, organizational, public, and mass communication. The course presents theories in model-form and through readings, as well as extensive class discussion. 3 s.h.

### **0601.320 Ethical Issues in Human Communication**

*(Prerequisite: 58 s.h.)*

This course addresses numerous ethical conundrums in our communicative activities. Specific ethical systems provide the groundwork for application to interpersonal, organizational, intercultural, political, and rhetorical communication contexts. Case studies and class discussions are used to encourage students to develop their own ethical frameworks for communication contexts. 3 s.h.

### **0601.319 Intercultural Communication**

*(Prerequisite: 1501.112)*

Intercultural Communication will consider the theory, research, and experience of intercultural communication. The nature of culture and its relationship to communication and intercultural communication will be discussed. Students will be asked to consider their own experiences as intercultural communicators while studying the vary perspectives of communication studies scholars with regards to this phenomenon.

### **0601.322 Family Communication**

*(Prerequisite: 1506.202)*

This course focuses on how scholars and researchers study and understand the communication patterns and relationships in families. Family types, roles, and ongoing communication processes are discussed. Students are asked to consider a variety of perspectives and theories of family communication while comparing them to each other and to their own experiences as family members. 3 s.h.

### **0601.321 Health Communication**

*(Prerequisite: 1506.202)*

This course addresses the topic of health as it is enacted and defined in communication. Specific topics discussed are doctor-patient interaction, social and cultural issues of health, mass media representations of health and healthy behaviors, along with communication within health organizations. 3 s.h.

### **0601.323 Images of Gender in Popular Culture**

*(Prerequisite: 1506.202)*

This course examines the concept of gender as it is rhetorically constructed in contemporary popular culture. Students analyze how various cultural texts (such as advertisements, popular songs, television shows, or video games) communicate what it means to be masculine and feminine in U.S. culture. The course examines how these rhetorical images have changed historically and how depictions of race, class, and sexual identity also contribute to our understandings of gender in popular culture. 3 s.h.

### **0601.350 Research Practicum in Communication Studies**

Research Practicum in Communication Studies allows students to apply the theories and methodology learned in Communication Studies courses to a research partnership with a member of the department faculty. Students earn 1 credit for every 40 hours of work, with most practica implemented for 3 credit hours. Students keep a detailed log of working hours, prepare a portfolio representative of their practicum experience, write an analytical critique of the practicum, and are evaluated by their faculty partner as well as the practicum supervisor. 1-3 s.h.

### **0601.402 Selected Topics in Communication**

This course provides students with an opportunity to thoroughly investigate specific areas critical to the field of communication. Course topics change as new trends develop and as student interest necessitates scheduling. Topics are selected on the basis of timeliness and the availability of expert staff. General topics are announced as the course is scheduled. This course is not offered annually. 3 s.h.

### **0601.405 Independent Study**

*(Prerequisite: Department permission)*

This course provides students with an opportunity to work independently on specialized communication topics under the guidance of a faculty member. Generally, this course can not be substituted for any course offered by a department in the College of Communication. In addition to departmental permission, approval by the dean is also required. 3 s.h.

### **0602.330 International Media Communication**

This course examines systems of communication from a global perspective, analyzing the historical, cultural, and philosophical influences that have shaped those systems. The course enables students to analyze the systemic effect of globalization, new technologies, regulations, efforts of various groups to control development of communication structures, inequities in communication infrastructure, so-called cultural imperialism,

and the linkage between international media and diplomacy, economics, and politics. 3 s.h.

**0605.301 Political Communication**

Political Communication introduces students to the theory and critique of political, public discourse. The course seeks to heighten students' awareness of the inherently political nature of language, images, and other forms of public discourse. Students explore the relationship between publics and politics, as well as the discourses that constitute each. Students develop an original critique of a political artifact such as a speech, cartoon, news story, or television program. 3 s.h.

**0699.361 Introduction to Survey Research**

(Prerequisite: 60 s.h.)

This course provides students with an understanding of research in general and survey research in particular. Theory is applied through emphasis on survey design, sampling, interviewing, tabulating, and analysis of data. Students learn the "whys" and "hows" of public opinion polling by doing an actual survey. 3 s.h.

**0699.363-4-5 Field Experience in Communication I, II, III**

(Prerequisites: Majors, 75 s.h., Permission of Instructor)

Under professional supervision in the field, students practice theories and skills learned in the classroom. No part is prerequisite for another; order is not a factor in selecting this course. 3 s.h.

**0699.462 Public Opinion**

(Prerequisite: 0699.361 or Communication Research Methodology)

This course includes the nature and role of public opinion, the dynamics of public opinion processes, and the numerous factors which shape or influence opinions. Students examine the mass media, evaluating their roles as molders and reflectors of public opinion. Major topics which influence public opinion are discussed, including gratifications, agenda setting, knowledge gaps, censorship, and propaganda. 3 s.h.

**1505.280 Semantics**

(Prerequisite: 30 s.h.)

This course makes students aware of the relationship between language and human behavior and of the use and abuse of verbal and non-verbal language. It emphasizes meaning, the classification and abstraction processes and the application of semantic principles to the language of literature, politics, advertising, and prejudice. 3 s.h.

**1505.281 Semantics-WI**

(Prerequisite: 30 s.h.)

This course makes students aware of the relationship between language and human behavior and of the use and abuse of verbal and non-verbal language. It emphasizes meaning, the classification and abstraction processes and the application of semantic principles to the language of literature, politics, advertising, and prejudice. 3 s.h.

### **1505.380 Linguistics**

Students study the nature of human language by examining four major components: phonology, semantics, syntax, morphology. Linguistics principally emphasizes linguistic universals, characteristics which all human languages share. Students also discuss dialect formation, first-language acquisition in children, animal communication systems, and the compare modern linguistic theories. 3 s.h.

### **1506.202 Public Speaking**

*(Prerequisite: 1501.112)*

This course trains students in the fundamentals of public speaking, including the theories and practice of speech preparation and speech delivery. The goal is enable the student to participate effectively in oral communication, as a student, professionally, and as a citizen 3 s.h.

### **1506.205 Persuasion and Social Influence**

This course surveys theories and theorists dealing with the area of persuasion, beginning with the Classical Age and extending through present day empirical research. It emphasizes applying the theories to practical situations and goals. 3 s.h.

### **1506.206 Interpersonal Communication**

Students will explore the basic theories and concepts of interpersonal communication research. Some areas to be covered include perception & social cognition, the relationship of culture to interpersonal communication, self-perception and communication, interpersonal systems, sex/gender and interpersonal communication, and interpersonal communication contexts (i.e. family, friendship, romance). 3 s.h.

### **1506.245 Small Group Communication**

This course focuses on the principles and theories of communication as they relate to the small group process. It deals with the barriers to effective group discussion and leadership with corresponding remedial measures, as well as an application of small group research as it pertains to hypothetical and actual small group situations. 3 s.h.

### **1506.246 Small Group Communication-WI**

This is a writing intensive course that focuses on the principles and theories of communication as they relate to the small group process. It

deals with the barriers to effective group discussion and leadership with corresponding remedial measures, as well as an application of small group research as it pertains to hypothetical and actual small group situations.

3 s.h.

### **1506.300 Advanced Public Speaking**

*(Prerequisite: 1506.202 or permission of instructor)*

Students analyze the special problems of advanced speech composition and delivery through discussion and platform appearance. In addition to strengthening students' command of the fundamentals of public speaking, this course gives attention to rhetorical style and specialized types of speaking situations. This course may not be offered annually. 3 s.h.

### **1506.330 Communication Studies Research Methods**

*(Prerequisite: 0601.300)*

This course introduces the student to quantitative and qualitative research methods used in communication studies. Students will learn about research procedures, identification and definition of variables, sampling methods, and basic statistical methods such as discourse analysis, parametric and non-parametric tests, and descriptive techniques. Students will become familiar with current communication studies research and will design and complete a research project. 3 s.h.

### **1506.340 Argumentation and Debate**

*(Prerequisite: 1506.202 or permission of instructor)*

This course focuses on the principles and techniques of argumentative speaking and formal debating. Students study types and tests of evidence and reasoning and develop skills in logical persuasion, cross examination, intensive research, case preparation, and critical listening. This course may not be offered annually. 3 s.h.

### **1506.406 Seminar in Communication Studies--WI**

*(Prerequisite: Senior standing in the Communication Studies specialization or permission of instructor)*

This writing intensive course provides a seminar experience in areas of communication that are not part of the regular course offerings. Examples of potential topics include Friendship, Rhetoric of Music, Romantic Relationships, and Presidential Campaigns. 3 s.h.

### **1506.441 Rhetorical Criticism**

*(Prerequisite: 1506.202)*

This course surveys ancient to modern theories of speech criticism in order to develop defensible criteria for evaluating speeches, social movements, and "non-oratorical" events. Students study and evaluate past

and present public speeches by applying various rhetorical standards. 3  
s.h.

all other departments in the college as well as the College Dean, Dr. Craig Monroe.

#### Essence of Program:

The proposed program is not significantly different and what follows is provided for the sake of information.

#### a. Major goals of program

Communication studies is, simply put, the study of communication. Yet of course, it is more complex than that. Communication studies scholars are interested in the processes involved in the production of messages, the actual messages that people/organizations/cultures produce, the enactment of communication, and the effects of communication phenomenon. The study of communication crosses many domains, thus our program provides students with a sophisticated understanding of a wide variety of communication theories, strategies, and skills.

#### b. Specific Objectives of Program

The Rowan Communication Studies curriculum gives students a grounding in general communication studies concepts and theories and then requires that students select an emphasis reflective of the larger domains of communication studies research. As the Curriculum form indicates, students may select to focus on Rhetoric and Cultural Criticism or they may choose to focus on Interpersonal and Organizational Communication. In this way, students are encouraged and expected to study the communication process from various perspectives and engage the "hard truth" that there is no one best way to communicate or to understand communication.

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#### c. Structure of Program: see attached Curriculum

#### d. Identification of courses with brief description and credit hours for each:

##### 0601.203 Mass Media and Their Influences

(Prerequisite: 1501.112 or permission of instructor)

This course studies the impact on our daily lives of television, radio, films, magazines, and newspapers. Students examine how the media influence politics, purchases, entertainment, and how they affect the culture in shaping beliefs and attitudes. It discusses how each of the media operates and what each accomplishes. This course examines the gap between real life and "mediated" reality. 3 s.h.

##### 0601.203 Mass Media and Their Influences - WI

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This is a writing intensive course that studies the impact on our daily lives of television, radio, films, magazines, and newspapers. Students examine how the media influence politics, purchases, entertainment, and how they affect the culture in shaping beliefs and attitudes. It discusses how each of the media operates and what each accomplishes. This course examines the gap between real life and "mediated" reality. 3 s.h.

##### 0601.207 Fiction and Film

(Prerequisite: 30 s.h.)

This course provides comparative study of film and literature. Students learn the critical vocabulary of literature and film, and enhance their understanding of both art forms. The course covers American and foreign works. 3 s.h.

##### 0601.220 Introduction to Communication Studies

This course introduces students to the field of Communication Studies by examining the various disciplines within the field. Such disciplines include interpersonal communication, communication ethics, health communication, family communication, organizational communication, intercultural communication, and others. The course also looks at the similarities and differences among the disciplines. 3 s.h.

##### 0601.221 Organizational Communication Theory and Research

(Prerequisite: 1506.202)

This course introduces students to the basics of organizational communication. The class focuses on how scholars and researchers study and understand the communication patterns and relationships of organizational participants. Students are asked to consider a variety of perspectives and theories of organizational communication, while comparing them to each other and to their own experiences as organizational actors. 3 s.h.

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(Prerequisite: 1506.202)

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Students will explore how both ancient and contemporary theories of rhetoric apply to contemporary society. 3 s.h.

##### 0601.300 Communication Theory

(Prerequisite: 1501.112 or permission of instructor)

This sophomore-level course acquaints students with current theories and perspectives as they apply to a variety of communication environments. Drawing upon a wealth of timely research, students study theories relating to interpersonal, small group, organizational, public, and mass communication. The course presents theories in model-form and through readings, as well as extensive class discussion. 3 s.h.

##### 0601.320 Ethical Issues in Human Communication

(Prerequisite: 58 s.h.)

This course addresses numerous ethical conundrums in our communicative activities. Specific ethical systems provide the groundwork for application to interpersonal, organizational, intercultural, political, and rhetorical communication contexts. Case studies and class discussions are used to encourage students to develop their own ethical frameworks for communication contexts. 3 s.h.

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(Prerequisite: 1506.202)

This course addresses the topic of health as it is enacted and defined in communication. Specific topics discussed are doctor-patient interaction, social and cultural issues of health, mass media representations of health and healthy behaviors, along with communication within health organizations. 3 s.h.

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##### 0601.350 Research Practicum in Communication Studies

Research Practicum in Communication Studies allows students to apply the theories and methodology learned in Communication Studies courses to a research partnership with a member of the department faculty. Students earn 1 credit for every 40 hours of work, with most practica implemented for 3 credit hours. Students keep a detailed log of working hours, prepare a portfolio representative of their practicum experience, write an analytical critique of the practicum, and are evaluated by their faculty partner as well as the practicum supervisor. 1-3 s.h.

##### 0601.402 Selected Topics in Communication

This course provides students with an opportunity to thoroughly investigate specific areas critical to the field of communication. Course topics change as new trends develop and as student interest necessitates scheduling. Topics are selected on the basis of timeliness and the availability of expert staff. General topics are announced as the course is scheduled. This course is not offered annually. 3 s.h.

##### 0601.405 Independent Study

(Prerequisite: Department permission)

This course provides students with an opportunity to work independently on specialized communication topics under the guidance of a faculty member. Generally, this course can not be substituted for any course offered by a department in the College of Communication. In addition to departmental permission, approval by the dean is also required. 3 s.h.

##### 0602.330 International Media Communication

This course examines systems of communication from a global perspective, analyzing the historical, cultural, and philosophical influences that have shaped those systems. The course enables students to analyze the systemic effect of globalization, new technologies, regulations, efforts of various groups to control development of communication structures, inequities in communication infrastructure, so-called cultural imperialism, and the linkage between international media and diplomacy, economics, and politics. 3 s.h.

##### 0605.301 Political Communication

Political Communication introduces students to the theory and critique of political, public discourse. The course seeks to heighten students' awareness of the inherently political nature of language, images, and other forms of public discourse. Students explore the relationship between publics and politics, as well as the discourses that constitute each. Students develop an original critique of a political artifact such as a speech, cartoon, news story, or television program. 3 s.h.

##### 0699.361 Introduction to Survey Research

(Prerequisite: 60 s.h.)

This course provides students with an understanding of research in general and survey research in particular. Theory is applied through emphasis on survey design, sampling, interviewing, tabulating, and analysis of data. Students learn the "whys" and "hows" of public opinion polling by doing an actual survey. 3 s.h.

##### 0699.363-4-5 Field Experience in Communication I, II, III

(Prerequisites: Majors, 75 s.h., Permission of Instructor)

Under professional supervision in the field, students practice theories and skills learned in the classroom. No part is prerequisite for another; order is not a factor in selecting this course. 3 s.h.

##### 0699.462 Public Opinion

(Prerequisite: 0699.361 or Communication Research Methodology)

This course includes the nature and role of public opinion, the dynamics public opinion processes, and the numerous factors which shape or influence opinions. Students examine the mass media, evaluating their roles as molders and reflectors of public opinion. Major topics which influence public opinion are discussed, including gratifications, agenda setting, knowledge gaps, censorship, and propaganda. 3 s.h.

##### 1505.280 Semantics

(Prerequisite: 30 s.h.)

This course makes students aware of the relationship between language and human behavior and of the use and abuse of verbal and non-verbal language. It emphasizes meaning, the classification and abstraction processes and the application of semantic principles to the language of literature, politics, advertising, and prejudice. 3 s.h.

##### 1505.281 Semantics-WI

(Prerequisite: 30 s.h.)

This course makes students aware of the relationship between language and human behavior and of the use and abuse of verbal and non-verbal language. It emphasizes meaning, the classification and abstraction processes and the application of semantic principles to the language of literature, politics, advertising, and prejudice. 3 s.h.

##### 1505.380 Linguistics

Students study the nature of human language by examining four major components: phonology, semantics, syntax, morphology. Linguistics principally emphasizes linguistic universals, characteristics which all human languages share. Students also discuss dialect formation, first-language acquisition in children, animal communication systems, and the compare modern linguistic theories. 3 s.h.

##### 1506.202 Public Speaking

(Prerequisite: 1501.112)

This course trains students in the fundamentals of public speaking, including the theories and practice of speech preparation and speech delivery. The goal is enable the student to participate effectively in oral communication, as a student, professionally, and as a citizen. 3 s.h.

##### 1506.205 Persuasion and Social Influence

This course surveys theories and theorists dealing with the area of persuasion, beginning with the Classical Age and extending through present day empirical research. It emphasizes applying the theories to practical situations and goals. 3 s.h.

##### 1506.206 Interpersonal Communication

Students will explore the basic theories and concepts of interpersonal communication research. Some areas to be covered include perception & social cognition, the relationship of culture to interpersonal communication, self-perception and communication, interpersonal systems, sex/gender and interpersonal communication, and interpersonal communication contexts (i.e. family, friendship, romance). 3 s.h.

##### 1506.245 Small Group Communication

This course focuses on the principles and theories of communication as they relate to the small group process. It deals with the barriers to effective group discussion and leadership with corresponding remedial measures, as well as an application of small group research as it pertains to hypothetical and actual small group situations. 3 s.h.

##### 1506.246 Small Group Communication-WI

This is a writing intensive course that focuses on the principles and theories of communication as they relate to the small group process. It deals with the barriers to effective group discussion and leadership with corresponding remedial measures, as well as an application of small group research as it pertains to hypothetical and actual small group situations. 3 s.h.

##### 1506.300 Advanced Public Speaking

(Prerequisite: 1506.202 or permission of instructor)

Students analyze the special problems of advanced speech composition and delivery through discussion and platform appearance. In addition to strengthening students' command of the fundamentals of public speaking, this course gives attention to rhetorical style and specialized types of speaking situations. This course may not be offered annually. 3 s.h.

##### 1506.330 Communication Studies Research Methods

(Prerequisite: 0601.300)

This course introduces the student to quantitative and qualitative research methods used in communication studies. Students will learn about research procedures, identification and definition of variables, sampling methods, and basic statistical methods such as discourse analysis, parametric and non-parametric tests, and descriptive techniques. Students will become familiar with current communication studies research and will design and complete a research project. 3 s.h.

##### 1506.340 Argumentation and Debate

(Prerequisite: 1506.202 or permission of instructor)

This course focuses on the principles and techniques of argumentative speaking and formal debating. Students study types and tests of evidence and reasoning and develop skills in logical persuasion, cross examination, intensive research, case preparation, and critical listening. This course may not be offered annually. 3 s.h.

##### 1506.406 Seminar in Communication Studies—WI

(Prerequisite: Senior standing in the Communication Studies specialization or permission of instructor)

This writing intensive course provides a seminar experience in areas of communication that are not part of the regular course offerings. Examples of potential topics include Friendship, Rhetoric of Music, Romantic Relationships, and Presidential Campaigns. 3 s.h.

##### 1506.441 Rhetorical Criticism

(Prerequisite: 1506.202)

This course surveys ancient to modern theories of speech criticism in order to develop defensible criteria for evaluating speeches, social movements, and "non-oratorical" events. Students study and evaluate past and present public speeches by applying various rhetorical standards. 3 s.h.

# Proposed Curriculum for B.A. in Communication Studies

## Core Requirements (15 s.h.):

All Communication Studies students should complete the following courses (with grades no lower than a C-) before taking courses within the specializations.

**Introduction to Communication Studies** (3 s.h.)  
**Communication Theory** (3 s.h.)

All Communication Studies majors will also be required to complete the following courses prior to graduation.

**Communication Studies Research Methods** (3 s.h.)  
**Ethical Issues in Human Communication** (3 s.h.)– Requires junior standing or permission of instructor  
**Senior Seminar** (3 s.h.)– Requires senior standing or permission of instructor

## Communication Studies Emphases (12 s.h.)

Each student will select one area of specialization within the department and complete 4 of the offered courses in that area (with grades no lower than a C-).

### RHETORIC/CULTURAL CRITICISM

**Mass Media and their Influences**  
**Rhetorical Theory**  
**Rhetorical Criticism**  
**Persuasion and Social Influence**  
**International Media Communication**  
**Political Communication**  
**Images of Gender in Popular Culture**  
**Special Topics in Communication**

### INTERPERSONAL/ORGANIZATIONAL COMMUNICATION

**Interpersonal Communication**  
**Organizational Communication Theory and Research**  
**Small Group Communication**  
**Family Communication**  
**Intercultural Communication\***  
**Health Communication**  
**Special Topics in Communication**

## Cross-Emphasis Elective (3 s.h.)

Each student will select and complete one course from the specialization area in which they are NOT specializing (with a grade no lower than a C-).

## Related Electives (9 s.h.)

Each student will select a minimum of 2 related courses to take *in addition* to the required core courses and the courses taken in the area of specialization.

### RELATED COURSES

**Semantics**  
**Argumentation and Debate**  
**Communication Law**  
**Literature into Film**  
**Intro to Advertising**  
**Writing for the Workplace**  
**Images of Women in Film**  
**Interpersonal Communication**  
**Rhetorical Criticism**  
**Persuasion and Social Influence**  
**International Media Communication**  
**Public Opinion**  
**Political Communication**  
**Images of Gender in Popular Culture**  
**Field Experience I & II •**

**Linguistics**  
**Advanced Public Speaking**  
**Intro to Survey Research**  
**Intro to Public Relations**  
**Intro to Electronic Media**  
**Film History and Appreciation**  
**Rhetorical Theory**  
**TV History and Appreciation**  
**Organizational Communication Theory and Research**  
**Small Group Communication**  
**Family Communication**  
**Intercultural Communication\***  
**Health Communication**  
**Special Topics in Communication**  
**Practicum •**

## Free Electives (30 s.h.)

While any course offered at Rowan is appropriate for these elective credits, students should carefully consider using these credits to build a minor or develop their understandings of a particular area of interest.

\* Awaiting approval from the Provost.

- Students are strongly encouraged to take Field Experience or Practicum.

# Communication Studies Curriculum

## **Core Requirements (18 s.h.):**

All Communication Studies students will need to complete the following courses (with grades no lower than a C-) before taking courses within the specializations.

**Introduction to Communication Studies**  
**Communication Theory**  
**Mass Media and their Influences**  
**Communication Studies Research Methods**

All Communication Studies majors will also be required to complete the following courses prior to graduation.

**Ethical Issues in Human Communication** – Requires junior standing or permission of instructor  
**Senior Seminar** – Requires senior standing or permission of instructor

## **Communication Studies Emphases (12 s.h.)**

Each student will select one area of specialization/emphasis within the department and complete 4 of the offered courses in that area (with grades no lower than a C-). Courses with an \* by the title are in process and may only be offered as a special topic.

**RHETORIC/CULTURAL  
CRITICISM**

**Rhetorical Theory**  
**Rhetorical Criticism**  
**Persuasion and Social Influence**  
**\*International Communication**  
**Public Opinion**  
**Political Communication**  
**Images of Gender in Popular Culture**  
**Special Topics in Communication**

**INTERPERSONAL/ORGANIZATIONAL  
COMMUNICATION**

**Interpersonal Communication**  
**Organizational Communication Theory and Research**  
**Small Group Communication**  
**Family Communication**  
**\*Intercultural Communication**  
**Health Communication**  
**Special Topics in Communication**

## **Related Electives (9 s.h.)**

Each student will select a minimum of 3 related courses to take *in addition* to the required core courses and the courses taken in the area of specialization. Courses with an \* by the title are in process and may only be offered as a special topic.

**RELATED COURSES**

**Semantics**  
**Argumentation and Debate**  
**Communication Law**  
**Literature into Film**  
**Intro to Advertising**  
**Writing for the Workplace**  
**Images of Women in Film**  
**Interpersonal Communication**  
**Rhetorical Criticism**  
**Persuasion and Social Influence**  
**\*International Communication**  
**Public Opinion**  
**\*Political Communication**  
**Images of Gender in Popular Culture**  
**Field Experience I & II**

**Linguistics**  
**Advanced Public Speaking**  
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**Film History and Appreciation**  
**Rhetorical Theory**  
**TV History and Appreciation**  
**Organizational Communication Theory and Research**  
**Small Group Communication**  
**Family Communication**  
**\*Intercultural Communication**  
**Health Communication**  
**Special Topics in Communication**

## **Free Electives (21 s.h.)**

While any course offered at Rowan is appropriate for these elective credits, students should carefully consider using these credits to build a minor or develop their understandings of a particular area of interest.

## Recommended Course Sequencing (With new B.A.)

### FIRST SEMESTER

College Comp I  
Gen Ed Choice  
Gen Ed Choice  
Gen Ed Choice  
Gen Ed Choice

### SECOND SEMESTER

College Comp II  
Gen Ed Choice  
Gen Ed Choice  
Gen Ed Choice  
Gen Ed Choice

### THIRD SEMESTER

Public Speaking  
Intro to Communication Studies  
Gen Ed Choice  
Gen Ed Choice  
Gen Ed Choice

### FOURTH SEMESTER

Course from Emphasis  
Comm Theory  
Gen Ed Choice  
Gen Ed Choice  
Gen Ed Choice

### FIFTH SEMESTER

Course from Emphasis  
Ethical Issues in Human Communication  
Gen Ed Choice  
Gen Ed Choice  
Gen Ed Choice

### SIXTH SEMESTER

Comm Studies Research Methods  
Course from Emphasis  
Related Elective  
Free Elective  
Free Elective

### SEVENTH SEMESTER

Course from Emphasis  
Cross-Emphasis Course  
Related Elective  
Free Elective  
Free Elective

### EIGHTH SEMESTER

Senior Seminar  
Related Elective  
Free Elective  
Free Elective  
Free Elective

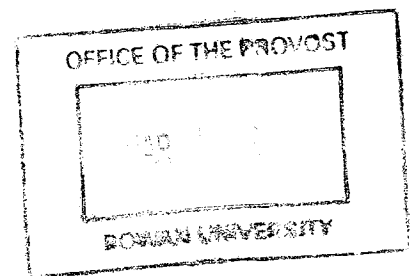
# New Jersey Presidents' Council

Fusion  
Monroe

P.O. BOX 36 MOUNTAIN LAKES, NEW JERSEY 07046  
PHONE: (973) 334-2981 ■ FAX: (973) 334-2982 ■ E-MAIL: asamay@optonline.net

*Put up Proposal*

February 27, 2006



Dr. Donald J. Farish  
President  
Rowan University  
201 Mullica Hill Road  
Glassboro NJ 08028

Dear Dr. Farish:

Attached please find a copy of the resolution authorized by the New Jersey Presidents' Council on February 21, 2006, concerning your requests for waivers from the new proposed program degree process.

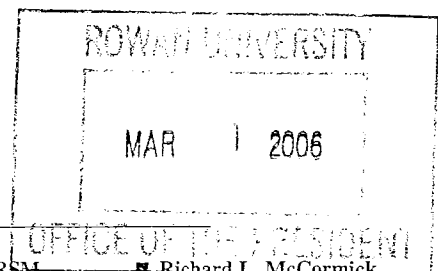
The New Jersey Presidents' Council wishes you well in the implementation of your programs.

Sincerely,

*Allison Samay*  
Allison N. Samay  
Director

Enclosure

C: Dr. Jeanne Oswald, Executive Director, Commission on Higher Education  
Dr. Carlos Hernandez, Chair, Academic Issues Committee



■ George A. Pruitt  
Chair  
President  
Thomas Edison State College

■ Edward J. Yaw  
Vice Chair  
President  
County College of Morris

■ Rosemary E. Jeffries, RSM  
Secretary  
President  
Georgian Court University

■ Richard L. McCormick  
Treasurer  
President  
Rutgers, The State University of NJ