

1615

TITLE New Minor in Communication Studies

Sponsor(s) Lorin Basden Arnold, Communication Studies e-mail: arnold@rowan.edu
Cynthia Corison, Communication Studies e-mail: corison@rowan.edu
e-mail:

DEPARTMENT Communication Studies
College Communication

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

DESCRIBE: **UNDERGRADUATE** **GRADUATE**
 New Degree Program New concentration, specialization, track
 New Major **XXX** 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 Corison Date: January 25, 2006
Department CURRICULUM Chair: [Signature] Date: January 26, 2006
Academic DEAN: [Signature] Date: 1/30/06

COLLEGE CURRICULUM COMMITTEE: Open Hearing Date: 3/16/06
Approved _____
Not Approved _____

Signature: College Curriculum Chair [Signature]

Signature: SENATE CURRICULUM CHAIR [Signature] Eric Milou
Date: 3/27/06

Comments: _____

Signature: Executive Vice President/Provost: [Signature] Ali A. Houshmand
Date: 4/20/06

Signature: REGISTRAR [Signature] Muriel Frierson
Date: 11/28/06

Notification Forward: Course Description Received & Approved _____
Hegis Taxonomy & Course # _____

- SCC CHAIR
- IR
- CAP
- Registrar
- Academic Dean
- Department Chair
- VP/Student Affairs
- Other-

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: Communication**

Department: Communication Studies

Proposed by: Lorin Basden Arnold and
Cynthia Corison

Date: 1/10/2006

PROPOSAL TITLE: NEW MINOR IN COMMUNICATION STUDIES

Anticipated Date for Course/Program Offering: Spring 2007

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

No new resources should be required to support this minor, as the library's current resources support a major in this discipline.

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.**

Databases include Academic Search Premiere, Communication and Mass Media Complete, Communication FT, and others in psychology, sociology, business, and related fields. Campbell Library subscribes to many relevant journals and holds hundreds of book titles to support this minor.

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

A representative sample would be: Journal of Communication, Communication Monographs, Human Communication Research, Journalism and Mass Media Quarterly, Public Opinion Quarterly, Communication Theory.

E. **Librarian comments & recommendations:**

Campbell Library can support this minor with existing resources, and is continually adding new titles in this field to further strengthen the resources in this discipline.

LIBRARIAN LIAISON: Benjamin Fisher, Ph.D.

Signature: Benjamin Fisher

New Minor in Communication Studies Proposal

Abstract

The proposed New Minor in Communication Studies is sponsored by Lorin Basden Arnold and Cynthia Corison (Department of Communication Studies), with the support of the faculty of the Communication Studies Program. With the recent reorganization of the college of communication into separate majors (rather than one major with five specializations), we anticipate the desire for some students to major in one area of communication, while minoring in another. Additionally, requests have been made by students outside of the College of Communication for a Communication Studies minor. This proposal is an attempt to meet those needs. The Minor in Communication Studies will be situated within the Department of Communication Studies, in the College of Communication. The minor will be composed of six classes within the major, including two of the major core courses and four courses selected from the two emphases in the major. None of these are new courses. We hope to implement the new minor in Spring 2007 and do not believe that additional resources will be required from the University in order to do so.

Details

- a. Title of the Proposal: New Minor in Communication Studies
- b. Sponsor(s): Lorin Basden Arnold and Cynthia Corison
- c. Scope or size of the program: This minor will be available to any Rowan student. With the new General Education requirements, more students are able to seek minors. We anticipate that this minor would begin with a limited number of students and grow gradually over the next few years.
- d. Relationship to curriculum: Because this minor is composed of courses already existing in the Communication Studies curriculum, and taken by a substantial number of students who are not in the program, we do not anticipate any fundamental problems relative to departmental or college curriculum.
- e. Prerequisites or eligibility: Any Rowan student may pursue the minor.
- f. Suggested time and scale of implementation: Spring 2007, with students who have taken the appropriate courses before that time, but have not yet graduated, permitted to register for the minor as of that date.
- g. Resource requirements (equipment, library, staff, space, etc.): Because many of the student enrolled in Communication Studies courses at this time are students pursuing another major, we anticipate no large scale increases in enrollment. Thus, we do not currently envision the need for additional resources. Should class size/availability for majors become an issue in the future due to popularity of the minor, the minor may need to be capped, or additional faculty resources may be sought to accommodate student needs.
- h. Recommended Library Resources: The courses in the minor are all currently supported courses for the Communication Studies major. Thus, we do not see any unmet library needs at this time. A library resource form is attached.

Rationale

Communication Studies courses are quite popular with students across the university, and this reflects a nationwide surge in students seeking education in the understanding and analysis of communication processes. While we have a Communication Studies program, the structure of the college has, in the past, made it difficult to create a minor in Communication Studies. With the recent reorganization of the college of communication into separate majors (rather than one major with five specializations), it is now feasible. Additionally, given this reorganization, and based on past requests by students, we anticipate the desire for some students to major in one area of communication, while minoring in another. It is not only Communication students, however, that we see this minor serving. Repeated requests have been made by students outside of the College of Communication for a Communication Studies minor (for example, multiple requests have been made by students in Heath & Exercise Sciences, Business, Sociology, Psychology, Theater). Up to this point, we have attempted to help advise students as to how they might put together a group of electives in a way that will give them an appropriate body of knowledge, but they were unable to have that designated as a minor on transcripts, job applications, etc. This proposal is an attempt to meet those student needs.

Essence of the Specialization /Concentration/ Minor/Achievement Certificate

a. Major goals of the program

- i. To provide students with an understanding of the field of communication studies and a grounding in basic communication theories
- ii. To give students an opportunity to explore a number of different areas of study within the communication field at a more developed level

b. Specific objectives of the program.

- i. Students will leave the minor with a solid grasp of the philosophical underpinnings of the primary forms of study within Communication Studies
- ii. Students will develop an ability to understand and critique theories of communication
- iii. Students will develop basic understandings of a variety of communication processes
- iv. Students will be able to find, understand, synthesize, critique, and utilize communication research in a manner appropriate to the undergraduate level

c. Structure of Organization (also see attached advisement sheet):

- i. Two courses from the Communication Studies core will be required of all minor students:

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.

0601.300 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.

- ii. Students will also take four courses selected from the two emphases within the major (Rhetoric/Cultural Criticism and Interpersonal/Organizational Communication). Students must take at least one course in each of the emphases. Students may chose from the following courses:

Rhetoric/Cultural Criticism Emphasis Courses

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.

0601.222 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.

0601.323 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.

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.

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.

1506.441 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.

Interpersonal/Organizational Communication Emphasis Courses

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.

0601.319 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.

0601.402 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.

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.

XXXX.XXX Communicating Gender (awaiting legis from Registrar)

This course considers the role of communication in the process of gender socialization/creation, as well as how gender, once created, impacts our communication. 3 s.h.

Administration

The minor will be solely within the Department of Communication Studies. The chair of the department will provide administration for the minor.

Results of Consultation

The members of the Department of Communication Studies were consulted and are in agreement with the creation of this new minor. Because the minor represents a subset of the currently existing major, its content rests within the subject matter domain of communication studies. Thus, consultations with outside programs were limited to requesting letters of support from departments whose students may wish to take advantage of this minor.

New Courses

No new courses are being proposed as part of this minor.

Proposed Minor in Communication Studies

Required Core (6 s.h.):

All Communication Studies minors should complete the following 2 courses (with grades no lower than a C-):

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

Communication Studies Emphases Selections (12 s.h.)

Each student will complete 4 courses within the specializations, with at least one course in each (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



January 25, 2006

Dr. Lorin Arnold
Dr. Cindy Corison
Communication Studies Department
Rowan University

Dear Lorin and Cindy:

The Department of Public Relations and Advertising supports the new minor in Communication Studies as posited by Lorin Arnold and Cynthia Corison. We believe that particularly PR students would benefit from selecting a minor in Communication Studies.

PR students currently take Communication Theory, a required course in the proposed minor. They would then need only 5 courses to complete the minor. We believe the theoretical, rhetorical and interpersonal emphases of the minor would enrich our "majors."

Thank you for consulting us.

Sincerely,

Suzanne FitzGerald
Chair, PR/Adv Department



February 14, 2006

Dr. Lorin Arnold
Dr. Cynthia Corison
Communication Studies Department
Rowan University

Dear Lorin and Cindy:

The Journalism Department wholeheartedly supports your proposed Communication Studies Minor. Many of our students will benefit from a broad base of theoretical, rhetorical, and interpersonal knowledge in the various genres of communication (political, international media, gender images, family, health, intercultural, organizational, and so forth).

We encourage our majors to specialize in an area that they can write about: the communication studies minor would provide them this opportunity. Your wide array of course offerings is commendable.

Sincerely,

Claudia Cuddy
Chair, Journalism Department



To: Lorin Arnold, Department of Communications Studies
From: Keiko Stoeckig, Chairperson, Psychology Department
Date: February 3, 2006
Re: proposal for Minor in Communication Studies

The Psychology Department is pleased to support the proposed minor in Communication Studies. In the past, Psychology majors interested in pursuing careers in business, advertising and marketing, human services, and other related areas have inquired about taking related course work in Communications. However, in the absence of a specific program, it was often difficult for these students to enroll in the appropriate courses or to complete a series of courses that would meet their needs (short of double-majoring). A minor program of study in Communications would address this need. Although it is difficult to predict how many Psychology majors would add a Communication Studies minor initially, it is assuredly the case that a demand is there, and with appropriate advising (and marketing of the program), this proposed minor could be attractive to many Psychology majors.

Thank you for the opportunity to review your proposal for the minor in Communication Studies. If you require additional information, please feel free to contact me at x4821 or stoeckig@rowan.edu.

ROWAN UNIVERSITY
BOARD OF TRUSTEES
ACADEMIC AFFAIRS SUBCOMMITTEE

SCC Proposal # 05-06-251

Department/College: **Communication Studies/College of Communication**

Action Item: **creation of a Minor in Communication Studies.**

Submitted by: *AAH*
(Provost)

Justification: to provide students with an understanding of the field of communication studies and a grounding in basic communication theories.

Approved: 11/21/06
(Date)

Signed: *Michael Gallinetti*
(Committee Chair)

Notice of this action item will be **announced** at the full Board of Trustees meeting to be held on December 13, 2006 and will be forwarded to the Academic Issues Committee of the New Jersey Presidents' Council for **notification**.

	YES	DATE
AA/BOT	<u> ✓ </u>	<u> 11/21/06 </u>
FULL BOARD	<u> ✓ </u>	<u> 12/13/06 </u>
STATE	<u> </u>	<u> </u>