

Original

CURRICULUM PROPOSAL FORM 2001-2002

NEW PROGRAMS, MAJOR PROGRAM REVISIONS, AND PROGRAM NAME CHANGES PROCESS C

***DEADLINES:** Deadline dates for 2001/2002 submissions: Regular proposals: October 19, 2001 to be implemented in Fall 2002; Short-Term proposals: December 7, 2001 to be implemented in Fall, 2002; Regular proposals February 15, 2002 to be implemented in Spring, 2003; March 22, 2002 for short-term courses to be implemented in Spring 2003.

PROPOSAL TITLE: *New Curriculum For Dept. of Communication Studies*

SPONSOR(S): *Dr. Cindy Corison, Chair, Communication Studies*

DEPARTMENT: *Communication Studies*

COLLEGE: *Communication*

IF LAS CHECK ONE: History/Humanities Math/Sciences Social/Behavioral Sciences

Check One: Undergraduate Graduate

The attached *NEW PROGRAM/MAJOR PROGRAM REVISION/PROGRAM NAME CHANGE* proposal is best described by the item(s) checked.

New degree program

New Certificate of Graduate Study Program

New major

New minor

New concentration, specialization, or track

Major changes to degree requirements, major, minor, or certificate program.

Changes to name of college, school, department or degree

Quasi Curricular

DEPARTMENT
(Signature indicates approval)

Dept. *Curriculum* Chair / Date *Cynthia L Corison 10/11/01*

Dept. *Curriculum* Chair / Date *Cynthia L Corison 10/15/01*

ACADEMIC DEAN (& Graduate Dean, for New Graduate Programs Only)

Approved Not Approved _____ Comments:

Academic Dean's Signature/Date Ernst Hottel 11-14-01

Graduate Dean's Signature/Date _____

COLLEGE CURRICULUM COMMITTEE

Approved Not Approved _____

Comments:

Signature of College Chair/Date: Don Stall KR

UNIVERSITY CURRICULUM COMMITTEE

Date of Open Hearing (if necessary) 5/14/02 Approved Not Approved _____

Comments:

Curriculum Chair Signature/Date Janetta M. Reeves 6/24/02

Date voted upon at Senate (if necessary) 5/15/02 Approved _____ Not Approved _____

EXECUTIVE VICE PRESIDENT/PROVOST

Approved Not Approved _____ If no, reasons are as follows:

Student Credit Hours _____ Faculty Load Hours _____ Equalized Credit Hours _____

Official Copy & Approval Sheet Filed (Date): _____ Executive VP/Provost Signature/Date William J. Miles 10/1/02

REGISTRAR

Date Approved Course Description Received _____ Hegis Taxonomy & Course Number Assigned _____

Registrar Signature/Date E.C. Ezzell 10-2-02

NOTIFICATION FORWARD

Senate Curriculum Committee Chairperson

Academic Dean(s)

Department Chairpersons

Registrar

CAD
Adms
KR
_____ Sponsor(s)

5/23/02 T
announced
officially signed
course on 10/1

Major Curricular Change Proposal

1. Details

- a) Change Requested: Adoption of a new curriculum for the Department of Communication Studies
- b) Sponsor: Dr. Cindy Corison, Chair, Communication Studies
College of Communication

2. Rationale

- a) Need for the Change:

In recent years, the Department of Communication Studies has noticed a growing need for a curriculum change. Currently, our majors end up with a “little of everything” and often no focus on any one area of communication studies. While a liberal education is certainly a good thing, for some students this results in an unclear sense of direction. We even find that some seniors are uncertain what, if anything, they are equipped to do. Additionally, because our curriculum was structured in such a way to allow a large amount of choice, we find that students who are hoping to avoid taking a particular required course (or courses) in other programs in the College of Communication will switch to Communication Studies in their senior year. While we welcome new students in the program, some students clearly are hoping to work in the RTF or PR/Advertising field and by switching to Communication Studies, this allows them to circumvent a disliked course. Additionally, students who have taken this route in order to “graduate on time” or “graduate more quickly,” are sometimes ill prepared to complete the capstone course offered in the Communication Studies program because they are taking their core courses in the program simultaneously with the capstone course. These issues, along with shifts in focus for faculty in the department and changes to the field of communication studies at large, convinced us that we needed to make some changes in our curriculum.

Revised Curriculum Proposal

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 – *must* be taken in this department
Communication Theory
Mass Media and their Influences
Communication Studies Research Methods

All Communication Studies students 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 Tracks (12 s.h.)

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

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 emphasis.

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.

OLD

Student _____ Soc. Sec. No. _____ Date of Entry _____

Communication Studies

(T= course used in transfer. ONLY TWO COURSES MAY TRANSFER IN THE MAJOR.)

REQUIREMENTS (33 s.h.) Note: Prerequisites are in parentheses ().

1. MASS MEDIA (CC II or with permission of instr.) Date Taken _____ Grade _____

2. COMM. THEORY (CC II or with permission of instr.) Date Taken _____ Grade _____

3. SMALL GROUP COMMUNICATION W.I. Date Taken _____ Grade _____



OR INTERPERSONAL COMMUNICATION

4. PERSUASION & SOCIAL INFLUENCE Date Taken _____ Grade _____



OR ARGUMENTATION & DEBATE (PUBLIC SPEAKING)

5. INTRO TO ELECTRONIC MEDIA (CC I) Date Taken _____ Grade _____



6. INTRO TO PUBLIC RELATIONS (MASS MEDIA) Date Taken _____ Grade _____

OR INTRO TO ADVERTISING (30 s.h.)



7. INTRO TO SURVEY RESEARCH (60 s.h.) Date Taken _____ Grade _____

OR COMM. STUDIES RESEARCH METHODS (COMM THEORY)

8. COMMUNICATION LAW (60 s.h.) Date Taken _____ Grade _____



9. WRITING IN THE WORKPLACE W.I. (75 s.h. AND CC I & CC II) Date Taken _____ Grade _____

OR CREATIVE WRITING I (CC I)

10. PUBLIC OPINION (CHOICE NO. 7 ABOVE) Date Taken _____ Grade _____

11. SEMINAR IN COMM. STUDIES (Seniors in Comm. Studies only or permission of Instructor/Chairperson)

Date Taken _____ Grade _____



b) Curricular Effect

The curriculum we are proposing will make some significant changes to the experience of Communication Studies students. We are attaching a copy of the proposed curriculum, along with the current curriculum, for your consideration, but for clarity will highlight the major changes here.

Currently, all Communication Studies students are required to take five courses: Mass Media and their Influences, Communication Theory, Communication Law, Public Opinion, and Seminar in Communication Studies. With adoption of the new curriculum, students would be required to take six courses: Introduction to Communication Studies, Communication Theory, Mass Media and their Influences, Communication Studies Research Methods, Communication Ethics, and Seminar in Communication Studies (Senior Seminar). This change reflects the idea that Communication Law and Public Opinion may be more suited to students who have an interest in the public dimensions of Communication Studies. However, all students who graduate with a communication studies specialization should understand the basics of the field (Intro to Communication Studies), understand basic communication theories (Communication Theory), know the affects/influences of the mass media on public and private communication and interaction (Mass Media and their Influences), have a basic idea of how to complete research in communication studies (Communication Studies Research Methods), understand the foundations of communicating in an ethical manner (Ethical Issues in Human Communication), and be able to show a body of learning through the capstone course (Senior Seminar).

In addition to the required courses, the current curriculum gives students several “either/or” options for other courses (18 hours total). While we still want to preserve this element of choice, we would like our students to pursue a particular line of specialization within the broad field of communication studies. Thus, the new curriculum requires students to complete four courses in one of two available areas of emphasis: Rhetoric/Cultural Criticism or Interpersonal/Organizational Communication. These two areas of focus were developed by our faculty in consideration of well-known communication studies programs across the country and other areas currently offered in the College of Communication. Many strong communication departments offer tracks or specializations comparable to these, including: The Speech Communication Department at University of Texas, Austin; the Communication Studies Department at the University of Iowa; the Communication Studies program at the University of California, Los Angeles; the Department of Communication Studies at Northwestern University; the Communication Department at Purdue University; the Communication Studies Department, California State University, Sacramento; the Department of Communication Studies, California State, Long Beach; and the Communication Department at Michigan State University (see references for web site citations).

While fulfilling the completion of these courses, students will be able to select from a wide variety of course offered within the College of Communication for their Related Elective courses. These nine hours should allow students to build a second area of focus either in the department or in the other departments of the college.

Finally, the number of free electives has been reduced from 27 to 21. While this is a reduction, we feel it is warranted to provide a solid grounding in the study of communication for our students. Additionally, the number of courses left as free electives still allows students the opportunity to develop a minor or a focus in another area.

While the changes we propose to our curriculum are major, we feel that they best serve the needs of our students. These changes will allow Communication Studies students a significant degree of choice, while helping guarantee that they obtain the best possible education in the field of communication studies.

3. Results of Consultations

a) Consultants: Janice Rowan, Chair, Composition and Rhetoric; Ned Eckhardt, Chair, Radio/TV/Film; Carl Hausman, Chair, Journalism and Creative Writing; Ed Moore, Chair, Public Relations and Advertising

b) Consultants' Written Statements: See Attached documents

Referenced web sites

California State University, Long Beach. Department of Communication Studies.
<http://www.csulb.edu/depts./commstudies>

California State University, Sacramento. Communication Studies Department.
<http://www.csus.edu/coms>

Michigan State University. Communication Department.
<http://comm.msu.edu/programs>

Northwestern University. Department of Communication Studies.
<http://www.northwestern.edu/commstudies>

Purdue University. Department of Communication.
<http://www.sla.purdue.edu/academic/comm>

University of California, Los Angeles. Communication Studies program.
<http://www.commstudies.ucla.edu/index.htm>

University of Iowa. Communication Studies Department
<http://www.uiowa.edu/~commstud>

University of Texas, Austin. Speech Communication Department.

<http://www.utexas.edu/coc/speech/undegrad>

Janice Rowan

Chair, Department of Composition and Rhetoric
College of Communication
Rowan University

October 15, 2001

Dr. Cindy Corison
Chair
Communication Studies
Bozorth

Dear Dr. Corison:

I have read about the proposed changes in the Communication Studies curriculum, and I think this new direction is a very positive one.

You have greatly reduced the likelihood of a migration of students who are not truly committed to the major. You have outlined a program that has a clear and strong academic core, and you have refined the structure of the program without taking away interesting choices for students.

I see Introduction to Communication Studies as an important building block for the whole program.

Your reorganization of your program shows careful thought, solid offerings, a comprehensive overview, and academic integrity. I applaud your work and that of your colleagues.

Sincerely,


Janice Rowan



Radio/Television/Film Department

To: Cindy Corison, Chair Department of Communications Studies
From: Ned Eckhardt, Chair Department of Radio/Television/Film
Subject: Major Curricular Change for the Department of Communication Studies
Date: October 16, 2001

Dear Cindy,

I've had an opportunity to read your proposal for a major curricular change in your Department. I've also read the seven new course proposals that are critical parts of your major change in curriculum.

I enthusiastically support your new plan to create a fully defined Department of Communication Studies that offers foundation courses and specialized upper level courses. The seven new courses address this plan and give you the ability to focus inquiry and grow your program. Foundation courses like Introduction to Communication Studies and Rhetorical Theory are well thought out and provide solid basic communication skills. The more specialized courses like Organizational Communication Theory and Research, Family Communication, Images of Gender in Popular Culture, Health Communication, and Ethical Issues in Human Communication present exciting fields of study that relate to the real world.

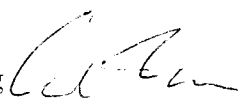
Your plan to have two areas of general interest: Rhetoric/Cultural Criticism and Interpersonal/Organizational Communication also works, because students can create an area of communication specialization as they flow through your program.

You have done your homework by studying successful communication studies programs throughout the country. You have come up with an exciting and dynamic curricular design for your new program. The major change in the Department of Communication Studies that you have initiated clearly articulates how your department will meet student, College of Communication, Rowan University and societal needs.

Good work.

Ned Eckhardt



Date: Oct. 10, 2001
To: Dr. Cynthia Corison
From: Carl Hausman, Chair, Journalism and Creative Writing 
Re: New Curriculum

Your proposal seems quite logical and well-thought-out.

I might note that the Rhetoric/Cultural Criticism track could provide a valuable adjunct to efforts in other departments to increase their level of critical analysis about various media and communication practices. Many journalism departments have separate tracks for Media Criticism and the actual practice of media. While I don't anticipate that happening in the near future in our department, I do welcome the notion that students in our college will have access to a criticism track and the individual courses contained therein.

While I am not a specialist in either of these fields, I do by the nature of my position examine many sequences and syllabi from other institutions, and I do believe that your attempt to re-organize the curriculum reflects current trends in the field.

Please call me if you have any further questions.



October 17, 2001

Dr. Cindy Corison, Chair
Communication Studies Department
College of Communication
Rowan University

Dear Cindy:

The changes reflected in your department's restructured curriculum makes important strides toward bolstering program strength and quality. In this work, your department has been careful to develop a comprehensive set of offerings that diligently reflects the many different aspects of a thorough education in communication studies.

Importantly, the changes under consideration do not ignore exploration of the crucial links between the theoretical foundations in communication studies and the many practical applications that they support.

We are pleased to see the Communication Studies Department pursuing this work.

Sincerely,

Edward H. Moore
Chair
Public Relations/Advertising