

12-13-1982

Revising and Retitling a Concentration in Communication Applications within the Interdisciplinary Major in Communication

The College at Brockport, College Senate

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Resolution #10, 1982-83

Revising & Retitling a
Concentration in Communication
Applications within the
Interdisciplinary Major in Communication

TO: President John E. Van de Wetering

FROM: The Faculty Senate

Meeting on 12/13/82
(Date)

RE: X I. Formal Resolution (Act of Determination)
 II. Recommendation (Urging the fitness of)
 III. Other (Notice, Request, Report, etc.)

SUBJECT: Revising and Retitling a Concentration in Communication Applications
within the Interdisciplinary Major in Communication



(See attached)

Signed Bill W. Reed Date Sent 12/15/82
(For the Senate)
Bill W. Reed, President, Faculty Senate.....

TO: The Faculty Senate

FROM: President John E. Van de Wetering

RE: I. Decision and Action Taken on Formal Resolution

a Accepted. Effective Date 12/15/82

b. Deferred for discussion with the Faculty Senate on _____

c. Unacceptable for the reasons contained in the attached explanation.

II., III. a. Received and acknowledged

b. Comment:

DISTRIBUTION: Vice Presidents: Smith Douglas, Winters, Swath, Seider, Kelly

Others:

Distribution Date: _____

Signed: [Signature]
(President of the College)

Date Received by the Senate: _____

Proposal for Revising and Retitling a
CONCENTRATION IN COMMUNICATION APPLICATIONS

within the

INTERDISCIPLINARY MAJOR IN COMMUNICATION

Department of Communication
SUNY College at Brockport, New York

November 11, 1982

- I. Rationale. The objectives of the Department of Communication in proposing a revision and retitling of the current curriculum of the Interdisciplinary Major in Communication are: (1) to strengthen, clarify, and focus the current curriculum being offered, and (2) to recognize the inclusion beginning in the 1983-1984 academic year of two additional curricular concentrations within the Interdisciplinary Major.

The current Interdisciplinary Major in Communication, administered by the Department of Communication, emphasizes the applications of communication theory to the analysis and understanding of communication processes in interpersonal and organizational settings. Therefore, the retitling of that curriculum as a Concentration in Communication Applications is more aptly descriptive of the focus and purpose of the curriculum. At the same time, the department is proposing a modification of the major's curricular structure, reconstituting the current curriculum of the Interdisciplinary Major as one of three concentrations within the major. With this curricular reorganization, the Interdisciplinary Major in Communication will encompass three concentrations: Communication Applications, Broadcasting, and Journalism (the latter two having previously received Faculty Senate and College Administration approval for inclusion as curricular concentrations within the major).

The currently offered curriculum (see Inclosure) is a rather open and flexible one, permitting undergraduate students a wide variety of options in completing the requirements of the "Speech Communication Concentration" of 15 semester hours, and those of the "area concentration" of 9 semester hours. Such flexibility can be viewed as a strength and as a unique feature of this program for three reasons: (1) It allows students to shape a major program to provide maximum support for their educational and career goals; (2) It meets the needs of students who want some background in related areas such as Business Administration and Psychology, but do not wish to pursue a full major or minor program within these disciplines; (3) There is a demand for such flexible programs as evidenced by a study reported by the Speech Communication Association and by comments of program clients who consistently identify the program's flexibility as the feature that first attracted them. Furthermore, the department already has a more prescriptive, structured non-professional major--Communication Studies--to serve the needs of students who want a more general and structured program. Since the unique features of the Concentration in Communication Applications are its interdisciplinary nature and its flexibility, the department can offer students two options that serve somewhat different educational and career objectives.

Specifically, the Concentration in Communication Applications is best suited to the needs of students who clearly define their educational and career goals early in the curriculum. Advisement in the current program emphasizes early and clear definition of goals. Students who are unable to attain such early and clear definition are usually advised to pursue the more general curriculum in the Communication Studies Curriculum. What has been an ongoing practice would become departmental policy under the revised program.

A few additional changes are required to strengthen and focus the program. Flexibility can become a disadvantage without some guidelines. The present program is perhaps too flexible in one respect; it lacks adequate focus in terms of its stated goals. The program's unique focus can be more clearly defined by requiring more communication courses of all majors. The applied theory focus of the program is more clearly defined in the proposed revision by increasing the required course work in communication from six to twelve credit hours. The four required communication courses taken together define the central focus of the program as "the study of human communication from theoretical perspectives (CMC 473 and CMC 477), with the objective of applying these perspectives to the analysis and understanding of how humans relate to other humans through verbal and nonverbal communication in interpersonal and organizational settings" (CMC 316, CMC 415, and CMC 477).

As a further attempt to focus and tighten the curriculum, communication electives are reduced from fifteen to nine credit hours and a list of recommended courses is included. However, to retain the values of program flexibility, it would not be advisable to restrict students' choices to such a list.

One additional change concerns the substitution of English for Sociology in the cognate requirements. This was done for two reasons: (1) Most of the careers pursued by majors in the program (such as advertising, personnel, sales, public relations, and training and development) require considerable skill in writing, and (2) The Sociology courses have been offered infrequently and tend to overlap with several courses taught in this department.

II. Proposed Concentration. The proposed Concentration in Communication Applications requires that students complete a core of twelve semester hours in required Communication courses. In addition, each student must complete requirements in each of these sequences: Cognate Requirements (six semester hours), Cognate Area Electives (nine semester hours), and Communication Electives (nine semester hours). A completed 36 semester hour student program, includes 21 semester hours of course work within the Department of Communication and 15 semester hours taken in other departments.

III. Curriculum Description.

CONCENTRATION IN COMMUNICATION APPLICATIONS (B.A. or B.S. in Communication)

The Concentration in Communication Applications emphasizes the applications of communication theory, utilizing course offerings of the departments of Mathematics/Computer Science, Business Administration and Economics, English, Political Science, Psychology, Sociology, and Communication. The central focus of the program is the study of human communication from theoretical perspectives, with the objective of applying these perspectives to the analysis and understanding of how humans relate to other humans through verbal and nonverbal communication in interpersonal and organizational settings.

The concentration consists of a minimum of 36 semester hours, 21 of which must be taken in courses numbered 300-499.

Required Communication Courses (12 semester hours required)

| | | |
|---------|--|--------|
| CMC 316 | Interpersonal Communication in Business and the Professions | 3 hrs. |
| CMC 415 | Public Communication in Administration, Business and the Professions | 3 hrs. |
| CMC 473 | Theories of Communication | 3 hrs. |
| CMC 477 | Organizational Communication | 3 hrs. |

Cognate Requirements (6 semester hours required). At least two courses in two different departments, selected from:

| | | |
|---------|---------------------------|--------|
| CSC 101 | Introduction to Computing | 3 hrs. |
| or | | |
| CSC 104 | Computers in Business | 3 hrs. |
| ENL 305 | Advanced Composition | 3 hrs. |
| or | | |
| ENL 307 | Business Writing | 3 hrs. |
| PSH 331 | Personality | 3 hrs. |
| or | | |
| PSH 332 | Social Psychology | 3 hrs. |

Communication Electives (9 semester hours required). At least three courses selected with departmental approval. Suggested electives are:

| | | |
|---------|---|--------|
| CMC 216 | Interviewing | 3 hrs. |
| CMC 314 | Discussion | 3 hrs. |
| CMC 318 | Cross-Cultural Communication | 3 hrs. |
| CMC 319 | Propaganda and Persuasion | 3 hrs. |
| CMC 413 | Nonverbal Communication | 3 hrs. |
| CMC 416 | Interviewing: Theory and Applications | 3 hrs. |
| CMC 342 | Public Relations Principles and Practices | 3 hrs. |
| CMC 471 | General Semantics | 3 hrs. |
| CMC 472 | Theories of Small Group Interaction | 3 hrs. |
| CMC 479 | Conflict Resolution Through Communication | 3 hrs. |
| CMC 482 | Field Experiences in Speech Communication | 3 hrs. |
| CMC 492 | Theories of Persuasion | 3 hrs. |

Although this list is recommended, it is not required. If the student can demonstrate that other communication courses more clearly relate to his or her educational and career goals, these other courses may be used to meet this requirement.

Cognate Area Electives (9 semester hours required)

At least three courses selected by advisement in one of the following departments: Mathematics/Computer Science, and Business Administration and Economics, English, Political Science, Psychology, or Sociology, two of which must be at the 300-499 level.

IV. Implementation.

It is the intent of the faculty of the Department of Communication that the revised and retitled Concentration in Communication Applications be implemented and be made available to undergraduate students in the 1983-1984 academic year.

No additional staffing or resources beyond those currently allocated and available to the department will be required to initiate the revised curriculum.