

12-13-1982

Revision and Retitling of the Major in Speech Communication as the Major in Communication Studies and a Minor in Communication Studies

The College at Brockport, College Senate

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Resolution #11, 1982-83

Revision & Retitling of the Major in Speech Communication as the Major in Communication Studies and a Minor in Communication Studies

TO: President John E. Van de Wetering

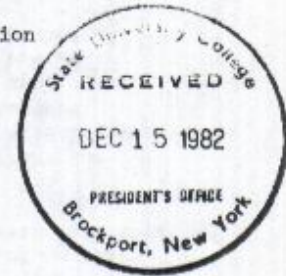
FROM: The Faculty Senate

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: Revision & Retitling of the Major in Speech Communication as the Major in Communication Studies and a Minor in Communication Studies

(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 12/14/82

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, Torres, Watts, Stinski

Others: Reilly

Distribution Date: _____

Signed: J. W. Van de Wetering
(President of the College)

Date Received by the Senate: _____

Proposal for the Revision and Retitling
of the
MAJOR IN SPEECH COMMUNICATION

as the

MAJOR IN COMMUNICATION STUDIES

Department of Communication
SUNY College at Brockport, New York

November 22, 1982

- I. Rationale. The objectives of the Department of Communication in proposing a revision and retitling of the Major in Speech Communication as the Major in Communication Studies are to simplify, clarify and streamline the curriculum in Communication Studies currently offered by the department and to adjust the nature and description of the major to conform with present and future organizational, programmatic and structural changes within the department.

The current Major in Speech Communication encompasses five separate curricular concentrations; those in Broadcasting, Communication Disorders (leading to certification as Teacher of the Speech, Language and Hearing Handicapped), Communication Disorders (non-certification program), Communication Studies, and Journalism. With the discontinuance of the two Communication Disorders concentrations at the conclusion of the 1982-1983 academic year, and the evolution and incorporation of the Broadcasting and Journalism concentrations into the Interdisciplinary Major in Communication effective in September, 1983, the Concentration in Communication Studies will remain as the only curriculum within the currently offered Speech Communication major. It is the intention of the faculty of the Department of Communication to retain that curriculum as the Major in Communication Studies, with the three sequences described below.

The currently offered Concentration in Communication Studies (see Inclosure) is a highly open and flexible curriculum, permitting undergraduate students a wide variety of options in completing the course requirements of four loosely defined categories: Introductory Courses, Intermediate Courses, Theoretical Foundations, and Social and Organizational Applications. While a number of advantages may be found in the flexibility of that curriculum, it has proven to be difficult to administer in terms of course staffing patterns, the frequency with which the large number of courses can and have been offered, the adequacy and predictability of course enrollments, the coherent and informed advisement of students, and the certification that students have fulfilled all requirements of the major for graduation.

The proposed curriculum represents a streamlining and simplification of course requirements, creates the potential for more predictable and adequate course enrollments, reduced the need for frequent course substitutions, permits the elimination of a small number of courses now offered by the department, and should greatly facilitate the academic advisement and graduation/status check process.

II. Proposed Major. The proposed Major in Communication Studies requires that students complete a core of six semester hours in communication courses. In addition to that core, each student must complete the required and elective coursework in two of three 15 semester hour sequences: Communication and Persuasion, Media Ecology, and Interpersonal and Organizational Communication.

Each of these three sequences closely parallels one of three minors in Communication that the department is concurrently revising with the revision and retitling of the Major in Communication Studies. Thus, an undergraduate student completing one of the three Communication minors may, if he or she desires, readily amplify that minor with additional coursework in Communication to complete the requirements of the Major in Communication Studies as either a first or second major.

III. Curriculum Description

B.A. or B.S. IN COMMUNICATION STUDIES

Communication Studies deal with communication ranging from interpersonal communication to mass media. This major allows an extensive sampling of these various human communication activities with learning experiences in theory, applications of theory and performance. The available sequences within the major permit students to develop programs of study in those aspects of communication studies that most interest them. In order to maximize the individual benefit for each student, it is strongly recommended that students discuss sequence and course choices with their academic advisors.

The Major in Communication Studies may serve as an academic major for Elementary Education Certification.

Requirements: Students must complete the required and elective coursework for any two of the three program sequences outlined below, in addition to CMC 201 and either CMC 312 or CMC 314. Thirty-six semester hours are required for the program, with at least 21 semester hours in courses numbered 300-499. No one course can be counted toward meeting the requirements of more than one sequence.

I. Communication Studies Core (6 semester hours required)

CMC 201	Public Speaking	3 hrs.
CMC 312	Argumentation and Debate	3 hrs.
or		
CMC 314	Discussion	3 hrs.

II. Communication and Persuasion Sequence (15 semester hours required)

The communication and persuasion sequence focuses on the study of persuasive transactions in public communication contexts. The anticipated general outcome of such study is an increased understanding of the processes and theoretical principles involved in massory human symbolic interaction.

A. Required Courses (9 semester hours)

CMC 219	Advertising, Mass Persuasion and the Consumer	3 hrs.
CMC 319	Propaganda and Persuasion	3 hrs.
CMC 492	Theories of Persuasion	3 hrs.

B. Recommended Elective Courses (6 semester hours)

CMC 211	Protest and Public Opinion	3 hrs.
CMC 318	Cross-Cultural Communication	3 hrs.
CMC 392	Advanced Public Speaking	3 hrs.
CMC 410	Great Speakers	3 hrs.
CMC 411	Public Media Criticism	3 hrs.
CMC 415	Public Communication in Administration, Business and the Professions	3 hrs.
CMC 417	20th Century Political Rhetoric	3 hrs.
CMC 471	General Semantics	3 hrs.
CMC 479	Conflict Resolution Through Communication	3 hrs.

III. Communication In Society Sequence (15 semester hours required)

The media in society sequence focuses on the study of media in public and mass communication contexts. The anticipated general outcome of such study is an increased understanding of the interrelationships between communication media and socio-cultural, political, and intellectual environments.

A. Required Courses (9 semester hours)

CMC 210	Communication in Western Culture	3 hrs.
CMC 453	Mass Communication and Society	3 hrs.
CMC 457	Mass Communication Theory and Research	3 hrs.

B. Recommended Elective Courses (6 semester hours)

CMC 211	Protest and Public Opinion	3 hrs.
CMC 318	Cross-Cultural Communication	3 hrs.
CMC 319	Propaganda and Persuasion	3 hrs.
CMC 367	Press and Politics (cross-listed as PLS 367)	3 hrs.
CMC 371	Film as Communication	3 hrs.
CMC 372	Film as Social Commentary	3 hrs.
CMC 411	Public Media Criticism	3 hrs.
CMC 413	Nonverbal Communication	3 hrs.
CMC 419	Problems in Freedom of Speech	3 hrs.

IV. Interpersonal and Organizational Communication Sequence (15 semester hours required)

The interpersonal and organizational communication sequence focuses on the study of communication transactions in dyadic, small group, and organizational contexts. The anticipated general outcome of such study is an increased understanding of the principles, processes, and barriers involved in face-to-face human symbolic interaction.

A. Required Courses (9 semester hours)

CMC 273	Concepts of Human Communication	3 hrs.
CMC 316	Interpersonal Communication in Business and the Professions	3 hrs.
CMC 477	Organizational Communication	3 hrs.

B. Recommended Elective Courses (6 semester hours)

CMC 216	Interviewing	3 hrs.
CMC 318	Cross-Cultural Communication	3 hrs.
CMC 413	Nonverbal Communication	3 hrs.
CMC 415	Public Communication in Administration, Business and the Professions	3 hrs.
CMC 416	Interviewing: Theories and Applications	3 hrs.
CMC 473	Theories of Communication	3 hrs.
CMC 472	Theories of Small Group Interaction	3 hrs.
CMC 479	Conflict Resolution Through Communication	3 hrs.
CMC 483	Designing Communication Programs	3 hrs.

V. Implementation. It is the intent of the faculty of the Department of Communication that the revised and retitled Major in Communication Studies be implemented and first available to undergraduate students in the 1983-1984 academic year.

No additional faculty staffing or other resources beyond those currently available to and to the department will be required to initiate the proposed curricula.

MINORS IN COMMUNICATION

A minor in Communication consists of any one of the sequences in the Communication Studies Major, plus three semester hours from the Communication Studies Core.

Communication Studies Core (3 semester hours required). Any one of the following:

CMC 201	Public Speaking	3 hrs.
CMC 312	Argumentation and Debate	3 hrs.
CMC 314	Discussion	3 hrs.

Communication Studies Sequence (15 semester hours required). Students must complete the requirements of one of the three sequences of the Major in Communication Studies: Communication and Persuasion, Communication in Society, or Interpersonal and Organizational Communication.