

11-18-1985

## Revision of Department of Communication Graduate Program

The College at Brockport, College Senate

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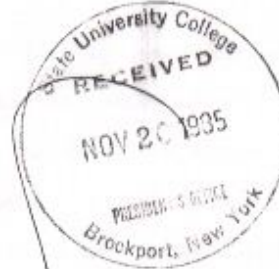
Resolution #8 1985-86

TO: President John E. Van de Wetering

FROM: The Faculty Senate Meeting on 11/18/85  
(Date)

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

SUBJECT: Revision of existing graduate program for the Department of Communication Graduate Faculty. (attached)



Signed [Signature] & Date Sent 11/22/85  
(For the 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 Sept 7, 86

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: *Only to* Vice Presidents: Kleins, Staller, Adams, McCray, Kelly

Others: \_\_\_\_\_

Distribution Date: 12/11/85 Signed: [Signature]  
(President of the College)

Date Received by the Senate: \_\_\_\_\_

TO: Faculty Senate Graduate Policies Committee  
FR: Department of Communication Graduate Faculty  
SUB: Revision of existing graduate program  
DATE: November 4, 1985

The following proposed modification in the Master of Arts in Communication program is in large part change only in organization and presentation of the program. The purpose of these changes is to improve the marketability of the program to a business and industry nontraditional clientele. In fact there is only one substantive change in this proposed modification: a new course, CMC 797 Project in Communication, has been added as a specific alternative to the thesis requirement.

Since the change in the name of our department several years ago, we have been referring to the program as a Master of Arts in Communication. However, it has come to our attention that the program is still listed with Albany as "Speech". We therefore request that the name change to "Communication" be given formal Senate approval and forwarded to Albany for approval there.

In order to make clear the changes in the program description a copy of the present catalog description is included following the new description. Regarding this old description please note the following:

- 1) Due to printers errors some material has been left out such as the CMC 696 Seminar. The new description is correct in all these particulars.
- 2) A specific listing of alternative research courses has not been given in the new description because such a listing would almost inevitably contain errors and omissions as other departments make modifications in their course offerings of which we might now be aware.

3) The old description does use the label Master of Arts in Communication even though we are unsure about the legal use of such a label.

The new program description makes explicit the applied communication track that has been a part of our existing program. In this track an extended option of courses in cognate areas is provided. The new description, while stating that cognate work might be taken in any area consistent with the objectives of the program, provides two specific examples of possible cognate work in Educational Administration and Public Administration. These two examples are offered for two reasons. First, these areas are seen to be the most frequently used areas for those interested in study in applied communication. Second, these are the two programs that offer significant numbers of courses off campus which is perceived as an important feature of those interested in the applied communication track.

NEW DESCRIPTION  
DEPARTMENT OF COMMUNICATION

Chairman and Assistant Professor: Billy W. Reed, Ph.D., University of Michigan

Professors:

Floyd D. Anderson, Ph.D., University of Illinois-Urbana

Allan D. Frank, Ph.D., University of Wisconsin

Peter E. Kane, Ph.D., Fordue University

Associate Professors:

Fredric Powell, Ph.D., Michigan State University

Akira Sanbonmatsu, Ph.D., Pennsylvania State University

Ralph R. Sisson, Ph.D., New York University

The Master of Arts in Communication offers programs that provide a focus either on applied communication or communication theory. The programs are designed for those who wish to begin or continue careers in the communication professions as well as those who teach communication or seek to enter doctoral programs in the field. The programs are constructed with the maximum possible flexibility to be responsive to the diversity of backgrounds and interests of those who enter the program.

Admission

(as in present catalog)

General Requirements

The master of Arts in Communication requires:

1. Required hours of graduate study: a minimum of 30 semester hours (for those choosing the thesis option) or a minimum of 36 semester hours (for the non-thesis option) of study beyond the bachelor's degree are required with at least 15 hours in courses numbered 600 or higher. At

least 12 semester hours must be earned in seminar courses numbered 691 through 698.

2. Required Courses: the following courses totaling 15 semester hours are required of all matriculated graduate students:

- a. CMC 600 Communication Research Methods (or acceptable alternative research course)
- b. CMC 691 Seminar in Speech Composition and Rhetorical Criticism, or  
 CMC 695 Seminar in Periods of Public Discourse, or  
 CMC 696 Seminar in Types of Public Discourse
- c. CMC 692 Seminar in Communication, Persuasion, and Rhetoric
- d. CMC 693 Seminar in Interpersonal and Organizational Communication
- e. CMC 694 Seminar in Mass Media and Public Relations

3. Required Culminating Project: every student is expected to conclude the degree program with the completion of either a thesis (CMC 798) or a communication project (CMC 797). Three to six credit hours will be granted depending upon the extent and nature of the project undertaken.

- a. CMC 797 Project in Communication (3-6 hours) or
- b. CMC 798 Thesis (3-6 hours)

4. Areas of Specialization:

a. Applied Communication: in addition to the four required seminars and culminating project students in applied communication will take communication electives and cognate courses by advisement.

1) Communication electives (3-5 courses)

- CMC 51: Public Communication in Administration, Business and the Professions
- CMC 51: Interviewing Theory and Applications
- CMC 57: General Semantics
- CMC 57: Group Leadership

- CNC 573 Theories of Communication  
CNC 577 Organizational Communication  
CNC 579 Conflict Resolution through Communication  
CNC 583 Communication, Training and Development  
CNC 592 Theories of Persuasion

- 2) Cognate area courses (2-3 courses in one of the following areas or in any other graduate area consistent with the objectives of this program.)

Educational Administration

- EDA 653 The Principalship  
EDA 654 Organizational and Administration of Public Instruction  
EDA 656 Personnel Administration and Policy Development  
EDA 678 Basic Principles of Educational Supervision

Public Administration

- PAD 620 Management of Information Systems  
PAD 662 Performance Management  
PAD 669 Microcomputer Applications for Management  
PAD 681 Organizational Management  
PAD 682 Organizational Behavior and Supervision  
PAD 685 Public Personnel Administration

- b. Communication Theory: in addition to the four required seminars and culminating project students in communication theory will take communication electives and possibly courses in cognate areas by advisement.

- 1) Communication electives (4-8 courses)

- CNC 510 Great Speakers  
CNC 511 Public Media Criticism

CNC 513 Nonverbal Communication

CNC 517 Twentieth Century Political Rhetoric

CNC 519 Problems of Freedom of Speech

CNC 571 General Semantics

CNC 572 Group Leadership

CNC 573 Theories of Communication

CNC 577 Organizational Communication

CNC 579 Conflict Resolution through Communication

CNC 592 Theories of Persuasion

2) Cognate area courses (0-3 courses)