

12-8-1986

Proposed revision of the Communication Studies Major

The College at Brockport, College Senate

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Resolution #7 1986-87

TO: President John E. Van de Wetering

FROM: The Faculty Senate Meeting on December 8, 1986
(Date)

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

SUBJECT: Proposed revision of the Communication Studies Major



Signed Roger M. Wain Date Sent 12/15/86
(For the Senate)

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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 87

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: cover page to attached list

Others:

Distribution Date: 12/30/86

Signed: [Signature]
(President of the College)

Date Received by the Senate: _____

PROPOSED REVISION - COMMUNICATION STUDIES MAJOR

Curriculum Description

B.A. or B.S. in Communication Studies

Communication Studies deals 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 thirty-six semester hours 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. The student who wishes to major in Communication Studies must, in addition to the six credit hour CORE consisting of CMC 201 Public Speaking and one additional "performance course" must select two 15 credit hour sequences from the following seven:

- I. Communication and Persuasion Sequence
- II. Interpersonal and Organizational Sequences
- III. Public Communication Sequence
- IV. Media in Society Sequence
- V. Political Communication Sequence
- VI. Communication History and Criticism Sequence
- VII. International Communication Studies in Britain Sequence

COMMUNICATION STUDIES CORE
(6 semester hours required)

CMC 201	Public Speaking	3 hours
One of the following		
CMC 216	Interviewing	3 hours
CMC 243	Broadcast Performance	3 hours
CMC 312	Argumentation and Debate	3 hours
CMC 314	Discussion	3 hours

I. 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 suassory human symbolic interaction. Students examine the theories of persuasion, they participate in critical examination of practicing persuaders and they examine the context of persuasion. Those students interested in pursuing graduate programs or have a specific interest in persuasion/communication theory are attracted to this sequence.

A. Required Courses (9 semester hours)

CYC 219	Advertising, Mass Persuasion and the Consumer	3 hours
CYC 319	Propaganda and Persuasion	3 hours
CYC 492	Theories of Persuasion	3 hours

B. Recommended Elective Courses (6 semester hours)

CYC 211	Protest and Public Opinion	3 hours
CYC 312	Argumentation and Debate	3 hours
CYC 318	Cross-Cultural Communication	3 hours
CYC 410	Great Speakers	3 hours
CYC 411	Public Media Criticism	3 hours
CYC 415	Public Communication in Administration, Business, and the Professions	3 hours
CYC 417	20th Century Political Rhetoric	3 hours
CYC 471	General Semantics	3 hours
CYC 479	Conflict Resolution Through Communication	3 hours

II. 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. Students interested in pursuing careers in personnel management, sales, and marketing will find this concentration particularly helpful.

A. Required Courses (9 semester hours)

CNC 273	Concepts of Human Communication	3 hours
CNC 316	Interpersonal Communication in Business and the Professions	3 hours
CNC 477	Organizational Communication	3 hours

B. Recommended Elective Courses (6 semester hours)

CNC 216	Interviewing	3 hours
CNC 318	Cross - Cultural Communication	3 hours
CNC 413	Nonverbal Communication	3 hours
CNC 415	Public Communication in Administration, Business and the Professions	3 hours
CNC 416	Interviewing: Theories and Applications	3 hours
CNC 472	Group Leadership	3 hours
CNC 473	Theories of Communication	3 hours
CNC 479	Conflict Resolution Through Communication	3 hours
CNC 483	Communication Training and Development	3 hours

III. Public Communication Sequence (15 semester hours required)

The public communication sequence focuses on the study of communication transactions in public settings. The anticipated general outcomes of such study is an increased understanding of the principles and processes of speaker-to-audience interactions. Students anticipating work in public relations, sales, law, politics, and public service of any type will find this particular sequence valuable.

A. Required Courses (9 semester hours)

CNC 292	Speech Presentation and Composition	3 hours
CNC 305	Presentational Speech Communication for Radio and Television	3 hours
CNC 415	Public Communication in Administration, Business and the Professions	3 hours

B. Recommended Elective Courses (6 semester hours)

CNC 210	Communication in Western Culture	3 hours
CNC 312	Argumentation and Debate	3 hours
CNC 319	Propaganda and Persuasion	3 hours
CNC 410	Great Speakers	3 hours
CNC 411	Public Media Criticism	3 hours
CNC 417	20th Century Political Rhetoric	3 hours
CNC 419	Problems in Freedom of Speech	3 hours
CNC 471	General Semantics	3 hours
CNC 492	Theories of Persuasion	3 hours

IV. Media 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 sociocultural, political, and intellectual environments. Any student interested in electronic or print media in his/her professional or business career would benefit from this sequence.

A. Required Courses (9 semester hours)

CNC 241	Introduction to Mass Communication	3 hours
CNC 453	Mass Communication and Society	3 hours
CNC 457	Mass Communication Theory and Research	3 hours

B. Recommended Elective Courses (6 semester hours)

CNC 210	Communication in Western Culture	3 hours
CNC 211	Protest and Public Opinion	3 hours
CNC 318	Cross-Cultural Communication	3 hours
CNC 319	Propaganda and Persuasion	3 hours
CNC 371	Film as Communication	3 hours
CNC 372	Film as Social Commentary	3 hours
CNC 411	Public Media Criticism	3 hours
CNC 413	Nonverbal Communication	3 hours
CNC 419	Problems in Freedom of Speech	3 hours

V. Political Communication Sequence (15 semester hours required)

The Political communication sequence focuses on the study of communication transactions in political contexts. The anticipated general outcome of such study is an increased understanding of the principles and process of political communication. An ideal sequence for students interested in politics, government, or history/political science.

A. Required Courses (9 semester hours)

CMC 211	Protest and Public Opinion	3 hours
CMC 417	20th Century Political Rhetoric	3 hours
CMC 419	Problems in Freedom of Speech	3 hours

B. Recommended Elective Courses (6 semester hours)

CMC 219	Advertising, Mass Persuasion and the Consumer	3 hours
CMC 312	Argumentation and Debate	3 hours
CMC 318	Cross-Cultural Communication	3 hours
CMC 319	Propaganda and Persuasion	3 hours
CMC 371	Film as Communication	3 hours
CMC 372	Film as Social Commentary	3 hours
CMC 410	Great Speakers	3 hours
CMC 411	Public Media Criticism	3 hours
CMC 453	Mass Communication and Society	3 hours

VI. Communication History and Criticism Sequence
(15 semester hours required)

The communication history and criticism sequence focuses on the study of the role of communication in the development of western culture and on critical standards for the evaluation of communication interactions. The anticipated general outcome of such study is an increased understanding of the history of communication and of the methods of communication criticism. Students contemplating graduate study in communication, and others interested in the evolution of the history and criticism of public communication would benefit from this sequence.

A. Required Courses (9 semester hours)

CMC 210	Communication in Western Culture	3 hours
CMC 410	Great Speakers	3 hours
CMC 411	Public Media Criticism	3 hours

3. Recommended Elective Courses (6 semester hours)

CNC 211	Protest and Public Opinion	3 hours
CNC 312	Argumentation and Debate	3 hours
CNC 319	Propaganda and Persuasion	3 hours
CNC 371	Film as Communication	3 hours
CNC 372	Film as Social Commentary	3 hours
CNC 417	20th Century Political Rhetoric	3 hours
CNC 419	Problems in Freedom of Speech	3 hours
CNC 471	General Semantics	3 hours
CNC 492	Theories of Persuasion	3 hours

VII. International Communication Studies in Britain Sequence
{15 semester hours required}

A program to internationalize the education of undergraduate students of communication by providing them with direct access to a culture different from their own and an opportunity to become academically assimilated in an educational setting in an English speaking country with close ties to the European continent.

With the increase of international commerce, travel, and economic-political interdependence of the world population, students of international communication will develop an awareness, understanding, and skills with an international education experience in communication.

The program will meet the course requirements for students with the following course sequences offered at Middlesex Polytechnic in London, England.

A. Required Courses (9 semester hours)

CM 201	Communication Studies Foundation	3 hours
CM 300	Communication and Culture	3 hours
	-OR-	
CM 310	Culture, Communication and Nations	3 hours
CM 360	Communication Interactions	3 hours

B. Recommended Elective Courses (6 semester hours)

CM 330	Mass Communication Media	3 hours
ST 150	The New Information Technology	3 hours
WS 320	Women, Language and Representation	3 hours
BSM 170	The Organization and Its Environment	3 hours
FL 200	Video	3 hours

In the event that a student elects to study just 12 hours while overseas, the elective courses may be selected from the courses offered at SUNY Brockport by advisement.

CNC 499	Independent Study in Communication	3 hours
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VIII. Implementation

It is the intent of the faculty of the Department of Communication that the revised Major in Communication Studies be implemented and first available to undergraduate students in the 1987-1988 academic year.

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

MINORS IN COMMUNICATION

A minor in Communication consists of any one of the sequences in the Communication Studies Major, plus three credit hours from the Communication Studies major core requirement.

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

CMC 201	Public Speaking	3 hours
CMC 216	Interviewing	3 hours
CMC 243	Broadcast Performance	3 hours
CMC 312	Argumentation and Debate	3 hours
CMC 314	Discussion	3 hours

One Communication Studies Sequence (15 semester hours in the same communication studies sequence).