



# Program Proposal Form B

## REVISION 12/18/13

Academic Group ( <i>College</i> ): Arts and Letters	Date of Submission to College Dean: 12/4/13
Academic Organization ( <i>Department</i> ): Communication Studies	Requested Effective: Fall_X_, Spring___, 2014__.
Department Chair: Steve Buss	Contact if not Department Chair:
Title of the Program ( <i>Please be specific; indicate minor, undergraduate or graduate degree, etc.</i> ): Concentration in General Communication	
<p>Type of Program Proposal:</p> <p><input checked="" type="checkbox"/> Modification in Existing Program:</p> <p style="padding-left: 40px;"><input checked="" type="checkbox"/> Substantive Change</p> <p style="padding-left: 40px;"><input type="checkbox"/> Non-Substantive Change</p> <p style="padding-left: 40px;"><input type="checkbox"/> Deletion of Existing Program</p> <p><input type="checkbox"/> New Programs</p> <p style="padding-left: 40px;"><input type="checkbox"/> Initiation (Projection) of New Program on to Master Plan</p> <p style="padding-left: 40px;"><input type="checkbox"/> New Degree Programs</p> <p style="padding-left: 80px;"><input type="checkbox"/> Regular Process</p> <p style="padding-left: 80px;"><input type="checkbox"/> Fast Track Process</p> <p style="padding-left: 80px;"><input type="checkbox"/> Pilot Process</p> <p style="padding-left: 40px;"><input type="checkbox"/> New Minor, Concentration, Option, Specialization, Emphasis</p> <p style="padding-left: 40px;"><input type="checkbox"/> New Certificate Program</p> <p>PLEASE NOTE: Form B is to be used only as a Cover Form. Additional information is requested for each of the above as noted in the corresponding procedure in the Policies and Procedures for Initiation, Modification, Review and Approval of Courses and Academic Programs found at <a href="http://www.csus.edu/umannual/acad.htm">http://www.csus.edu/umannual/acad.htm</a></p>	
<p>Briefly describe the program proposal (new or change) and provide a justification.</p> <p>This one of two program proposals to condense several Communication Studies concentrations (i.e., General Communication, Mass Communication, and Organizational Communication) into one concentration called General Communication. All options within the current concentration in General Communication (i.e., International/Intercultural, Small Group/Interpersonal, Rhetoric and Public Criticism, and the Self-Design) will be deleted. These steps were taken in order to create one streamlined concentration in General Communication while preserving smaller "areas" of study within the concentration. Each area includes one theory course and one seminar/practicum course.</p> <p>The rationale for this is to reduce time to graduation by eliminating specific courses as requirements, instead increasing elective units within the major. The proposed change bolsters the university's Graduation Initiative 2010, maintains the current number of units required for the major, and has no fiscal impact on the department. No additional resources, financial or otherwise, are required from the college.</p> <p>The added note further clarifies and reinforces the note already listed under General Requirements: "Majors must complete each core course and each option core course with a grade of 'C-' or better."</p>	
<p>Approvals:</p> <p>Department Chair: _____ Date: _____</p> <p>College Dean: _____ Date: _____</p> <p>University Committee: _____ Date: _____</p> <p>Associate Vice President and Dean for Academic Affairs: _____ Date: _____</p>	

## **Proposed Changes:**

**I. Delete concentrations in Mass Communication and Organizational Communication. (Keep concentrations in General Communication, Digital Media, and Public Relations.)**

**II. Delete Options within the General Communication concentration (i.e., Interpersonal and Small Group, Criticism and Public Communication, Intercultural and International, and Self-Design).**

### **III. Area and Course Changes**

**a. Change name of Area A. Required Lower Division Courses to A. Required Lower Division Core Courses**

**b. In Area B. Required Upper Division Core Courses, change name of Coms 100B to Survey of Rhetorical Analysis NOTE: FORM A has been submitted to change course name.**

**c. In Area B. Required Upper Division Core Courses, change wording of COMS 100B Pre-requisites to “(COMS 2; COMS 4 or COMS 5 or transfer equivalents (COMS 100A may be taken concurrently), and (GWAR Certification before Fall 09, or WPJ score of 80+, or at least a C- in ENGL 109M/W)” NOTE: FORM A has been submitted to change course pre-requisites.**

**d. In Area B. Required Upper Division Core Courses, change wording of COMS 100C to Survey of Scientific Methods in Communication Research. NOTE: FORM A has been submitted to change course name.**

### **IV. Add Areas**

**a. Add Area C. Research Methods (3 units)**

**b. Add Area D. Theory and Seminar Pair (6 units)**

**c. Add Area E. Upper Division Electives (12 units)**

### **V. Add Statement**

**a. Add “A C- or better is required for all coursework counting toward a concentration in General Communication.”**

**New Program**

**NOTE: A C- or better is required for all course work counting toward a concentration in General Communication.**

**A. Required Lower Division Core Courses: 9 units**

- (3) COMS 2 Argumentation
- (3) COMS 8 Interpersonal Communication Skills
- (3) COMS 55 Media Communication and Society

**B. Required Upper Division Core Courses: 9 units**

- (3) COMS 100A Survey of Communication Studies
- (3) COMS 100B Survey of Rhetorical Analysis (COMS 2; COMS 4 or COMS 5 or transfer equivalents (COMS 100A may be taken concurrently), and (GWAR Certification before Fall 09, or WPJ score of 80+, or at least a C- in ENGL 109M/W)
- (3) COMS 100C Survey of Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

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**Old Program**

**A. Required Lower Division Courses: 9 units**

- (3) COMS 2 Argumentation
- (3) COMS 8 Interpersonal Communication Skills
- (3) COMS 55 Media Communication and Society

**B. Required Upper Division Core Courses: 9 units**

- (3) COMS 100A Survey of Communication Studies
- (3) COMS 100B Critical Analysis of Messages (COMS 2 and COMS 4 (COMS 5 is accepted for MCOM majors Or transfer equivalents; GWAR Certification before Fall 09, or WPJ score of 80+; or 3-unit placement in ENGL 109M/W; or 4-unit placement in ENGL 109M/W and co-enrollment in ENGL 109X; or WPJ score 70/71 and co-enrollment in ENGL 109X; COMS 100A; may be taken concurrently)
- (3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

**Additional Requirements for Options**

**Select one of the following options:**

**Criticism and Public Rhetoric**

**A. Option Core Requirements and Research Methods (9 units)**

- (3) COMS 167 Systems and Theories of Rhetoric

(6) Select two of the following:

- (3) COMS 164 Visual Communication
- (3) COMS 166 Theories of Persuasion and Attitude Change
- (3) COMS 168 Approaches to Rhetorical Criticism
- (3) COMS 169 Television Criticism

**B. Electives (12 units)**

**Interpersonal and Small Group**

**A. Option Core Requirements (9 units)**

- (3) COMS 105 Communication in Small Groups
- (3) COMS 143 Theories of Interpersonal Communication
- (3) COMS 181 Senior Seminar in Small Group OR
- (3) COMS 182 Senior Seminar in Interpersonal Communication

**B. Research Methods (3 units)**

Select one of the following:

- (3) COMS 164 Visual Communication
- (3) COMS 168 Approaches to Rhetorical Criticism
- (3) COMS 169 Television Criticism
- (3) COMS 170 Data Analysis in Communication Research
- (3) COMS 171 Survey Methods in Communication Research
- (3) COMS 172 Content Analysis

**C. Electives (9 units)**

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**C. Research Methods (3 units)**

- Select **one** of the following:
(3) COMS 164 Critical Methods in Visual Communication (COMS 100B)
(3) COMS 165 Rhetorical Methods and Religion (COMS 100B)
(3) COMS 168 Approaches to Rhetorical Criticism (COMS 100B)
(3) COMS 170 Data Analysis in Communication Research (COMS 100C)
(3) COMS 171 Survey Methods in Communication Research (COMS 100C)
(3) COMS 172 Content Analysis (COMS 100C)

**D. Theory and Seminar Pair (6 units)**

Select **one** of the following **pairs**:

*International and Intercultural Communication*
(3) COMS 174 International Communication And
(3) COMS 188 Senior Seminar in Intercultural Communication PRE-REQS (COMS 116; 12 units of COMS upper division including 100A)

*Interpersonal Communication*
(3) COMS 143 Theories of Interpersonal Communication PRE-REQS (COMS 8; COMS 100A may be taken concurrently) And
(3) COMS 182 Senior Seminar in Interpersonal Communication PRE-REQS (COMS 143; 12 units of COMS upper division including 100A)

*Mass Communication*
(3) COMS 150 Mass Communication Theories and Effects PRE-REQS (COMS 55; COMS 100A may be taken concurrently) And
(3) COMS 183 Senior Seminar in Media Issues PRE-REQS (COMS 150; 12 units of COMS upper division including 100A)

*New Media*

**Intercultural and International Communication**

- A. Option Core Requirements (9 units)
(3) COMS 116 Intercultural Communication
(3) COMS 174 International Communication
(3) COMS 188 Senior Seminar in Intercultural Communication

- B. Research Methods (3 units)
Select one of the following:
(3) COMS 164 Visual Communication
(3) COMS 168 Approaches to Rhetorical Criticism
(3) COMS 169 Television Criticism
(3) COMS 170 Data Analysis in Communication Research
(3) COMS 171 Survey Methods in Communication Research
(3) COMS 172 Content Analysis

- C. Electives (9 units)

**Self-Designed Study Option (21 units)**

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<p>(3) COMS 150 Mass Communication Theories and Effects; (COMS 55; COMS 100A may be taken concurrently) And  (3) COMS 191 New Media and Society  PRE-REQS (12 units of <i>any</i> upper division coursework)</p>	<p>++++  ++++  ++++  ++++</p>
<p><i>Organizational Communication</i>  (3) COMS 145 Organizational Communication PRE-REQ (COMS 100A) And  (3) COMS 180 Senior Seminar in Organizational Communication PRE-REQS (COMS 145; 12 units of COMS upper division including 100A)</p>	<p>++++  ++++  ++++  ++++  ++++</p>
<p><i>Rhetoric and Social Influence</i>  (3) COMS 167 Systems and Theories of Rhetoric PRE-REQS (COMS 100B) And  (3) COMS 169 Television Criticism PRE-REQS (COMS 167; 12 units of COMS upper division including 100A)</p>	<p>++++  ++++  ++++  ++++</p>
<p><i>Small Group Communication</i>  (3) COMS 105 Communication in Small Groups  COMS 181 Senior Seminar in Small Group And  (3) Communication PRE-REQS (COMS 105; 12 units of COMS upper division including 100A)</p>	<p>++++  ++++  ++++  ++++  ++++</p>
<p><b>E. Upper Division Electives (12 units)</b>  Select any <b>four</b> COMS and/or JOUR upper division courses numbered 100 or above <u>in consultation with your major advisor.</u></p>	<p>++++  ++++  ++++</p>