



SACRAMENTO STATE

Program Proposal Form B



Academic Group (College): Arts & Letters	Date of Submission to College Dean: March 7, 2007
Academic Organization (Department): Communication Studies	Requested Effective: Fall <u>X</u> , Spring <u> </u> , 2007.
Department Chair: Nick Burnett	Contact if not Department Chair: David Martin

Title of the Program: **Communication Studies**

Type of Program Proposal:

Modification in Existing Program:
 Substantive Change
 Non-Substantive Change
 Deletion of Existing Program

New Programs
 Initiation (Projection) of New Program on to Master Plan
 New Degree Programs
 Regular Process
 Fast Track Process
 Pilot Process
 New Minor, Concentration, Option, Specialization, Emphasis
 New Certificate Program

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 <http://www.csus.edu/acaf/univmanual/index.htm>

Briefly describe the program proposal (new or change) and provide a justification.

This course adds COMS 164 Visual Communication as an alternative research methods course in several of our options and concentrations. This course does focus on research methodology and would relieve enrollment pressure on the other qualitative research methods courses.

Approvals:

Department Chair: NF Burnett Date: 3/9/07

College Dean: Nancy M. Joon Date: 4-23-07

University Committee: _____ Date: _____

Associate Vice President and Dean for Academic Affairs: _____ Date: _____

OLD PROGRAM

PROGRAM DESCRIPTION

Communication Studies is a broad-based discipline concerned with the exchange of messages in interpersonal and mediated situations and with the impact of such exchanges on society. Courses focus on understanding the communication process and developing skills to communicate effectively. The Department offers a wide range of courses in interpersonal, group, and organizational communication, rhetorical theory and criticism, public relations, media communication, research methodologies, and digital media (video or multimedia).

Concentrations

BA - General Communication: for students who focus on criticism and public communication; interpersonal and small group communication; or intercultural and international communication.

BA - Organizational Communication: for students who specialize in communication in an organizational setting, including understanding how to observe, analyze, enhance and propose changes in communication practices.

BA - Public Relations: for students who wish to prepare for a professional career in public relations.

BA - Mass Communication: for students who study mass communication.

BA - Digital Media: for students who wish to prepare for a professional career in digital video or new media.

Special Features

- Communication Studies faculty possess professional expertise and academic excellence. Faculty maintain a high level of scholarly publication, creative activity, consulting, and outstanding teaching.
- The Sacramento State Debate Program is highly ranked nationwide with opportunities for both experienced and beginning debaters.
- The Department's Internship Program serves over 100 students each semester with internships in government agencies, private industry, TV stations, and public service organizations.
- The Department sponsors Epsilon Phi, a chapter of the national communication studies honors society Lambda Pi Eta. Students eligible for membership participate in a variety of activities including an honors seminar and a student mentoring program.
- The Department also sponsors SPRSA, our student chapter of the Public Relations Society of America.

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UNDERGRADUATE PROGRAMS

Units required for Major: 39-48

Minimum total units required for the BA: 120

Courses in parentheses are prerequisites.

General Requirements

- All Communication Studies majors except those in Media Communication and Digital Media are required to complete at least one three-unit public speaking course such as COMS 004, COMS 104, or transfer equivalent. Public speaking courses taken to fulfill the GE oral communication requirement also fulfill this Department requirement.
- Majors must complete each core course and each option core course with a grade of "C-" or better.
- Not more than 6 units of debate, internship and/or individual study (COMS 110, COMS 111, COMS 194, COMS 195, COMS 199) can be applied to the major requirements.
- Majors are urged to take COMS 002, Argumentation (or transfer equivalent) to fulfill their critical thinking requirement.
- Communication Studies courses may only be repeated once for a grade change. Students who fail to achieve at least a "C-" in two attempts in a core course will be disqualified in majoring in Communication Studies.
- One project or paper from each capstone course will be reviewed by selected faculty for the purpose of departmental assessment.

Pre-Major Requirements

Prior to acceptance as a Communication Studies major, students must complete a pre-major consisting of all required lower division courses plus the upper division survey course (COMS 100A). Students must successfully complete each pre-major course with a grade of "C-" or better. Students with a Sacramento State grade point average of 2.3 or better may request early admission to the major.

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**REQUIREMENTS - BACHELOR OF ARTS
DEGREE - CONCENTRATION IN
GENERAL COMMUNICATION**

Units Required: 39

This concentration is designed to:

- improve student awareness, understanding and practice of communication in professional and social interactions;
- enhance the traditional citizenship role in the democratic process; and
- train students in communication skills in preparation for professions within the public or private sectors of the economy.

A. Required Lower Division Core Courses (9 units)

- (3) COMS 002 Argumentation
- (3) COMS 008 Interpersonal Communication Skills
- (3) COMS 055 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 002 and COMS 004 or transfer equivalents; ENGL 020; passing score on the WPE; 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

Four approved options currently comprise the General Communication Concentration: Criticism and Public Communication, Interpersonal and Small Group Communication, Intercultural and International Communication, and Self-Designed Study Option. Students choosing this concentration must either complete the requirements as listed below or work with a faculty advisor to create a Self-Designed Study Option as described below.

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OLD PROGRAM

Select one of the following options:

Criticism and Public Communication (21 units)

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

- (3) COMS 167 Systems and Theories of Rhetoric (COMS 100B with a grade of "C-" or better)

(6) Select two of the following:

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COMS 166 Theories of Persuasion and Attitude Change

COMS 168 Approaches to Rhetorical Criticism (COMS 100B with a grade of "C-" or better)

COMS 169 Television Criticism (COMS 100B with a grade of C- or better)

B. Electives (12 units)

(12) Upper division Communication Studies courses selected in consultation with major advisor.

Interpersonal and Small Group (21 units)

A. Option Core Requirements (9 units)

- (3) COMS 105 Communication in Small Groups

- (3) COMS 143 Theories of Interpersonal Communication (COMS 008 or equivalent; and COMS 100A which may be taken concurrently) **OR**

COMS 163 Communication, Self and Society (COMS 008 or equivalent; and COMS 100A which may be taken concurrently)

- (3) COMS 181 Senior Seminar in Small Group Communication (COMS 105; completion of 12 units of upper division COMS courses including COMS 100A) **OR**

- (3) COMS 182 Senior Seminar in Interpersonal Communication (COMS 008, completion of 12 units of upper division COMS courses including COMS 100A.)

NEW PROGRAM

Select one of the following options:

Criticism and Public Communication (21 units)

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

- (3) COMS 167 Systems and Theories of Rhetoric (COMS 100B with a grade of "C-" or better)

(6) Select two of the following:

COMS 164 Visual Communication (COMS 100B with a grade of "C-" or better)

COMS 166 Theories of Persuasion and Attitude Change

COMS 168 Approaches to Rhetorical Criticism (COMS 100B with a grade of "C-" or better)

COMS 169 Television Criticism (COMS 100B with a grade of C- or better)

B. Electives (12 units)

(12) Upper division Communication Studies courses selected in consultation with major advisor.

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OLD PROGRAM

B. Research Methods (3 units)

(3) Select one of the following:

COMS 168 Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)

COMS 169 Television Criticism (COMS 100B with a grade of "C-" or better)

COMS 170 Data Analysis in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

COMS 171 Survey Methods in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

COMS 172 Content Analysis (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

C. Electives (9 units)

(9) Upper division Communication Studies courses selected in consultation with major advisor.

Intercultural and International Communication (21 units)

A. Option Core Requirements (9 units)

- (3) COMS 116 Intercultural Communication
- (3) COMS 174 International Communication (COMS 100A)
- (3) COMS 188 Senior Seminar in Intercultural Communication (COMS 116, completion of 12 upper division COMS courses including COMS 100A.)

NEW PROGRAM

B. Research Methods (3 units)

(3) Select one of the following:

COMS 164 Visual Communication (COMS 100B with a grade of "C-" or better)

COMS 168 Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)

COMS 169 Television Criticism (COMS 100B with a grade of "C-" or better)

COMS 170 Data Analysis in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

COMS 171 Survey Methods in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

COMS 172 Content Analysis (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

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