

MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby 

DATE: January 8, 2013

SUBJECT: Curriculum Proposal #12-13-16, REVISION #2
Final Faculty Senate Approval 01/15/2013

I recommend approval of the attached Revision #2 of Curriculum Proposal #12-13-16 from the School of Fine Arts as requested by Faculty Senate.

This proposal modifies the current Communication BA into an interdisciplinary BA degree, Communication Arts, conforming to the new 120 credit hour limit, consisting of a core of 46 hours, a concentration of 12 hours, 37 hours of general education, and 25 hours of free electives. Proposed Concentrations Include:

Government Communication
Health Communication
Sport Communication
Performance Studies
Public Communication
Multimedia Communication
Visual Communication

The Communication Minor is also modified as outlined in Appendix B.

c: Dr. Christina Lavorata
Mr. Peter Lach
Ms. Evie Brantmayer





Office of the President

1201 Locust Avenue
Fairmont, West Virginia 26554
(304) 367-4151
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MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby *JCK*

DATE: December 3, 2012

SUBJECT: Curriculum Proposal #12-13-16, REVISION #1

I recommend approval of the attached Revision #1 of Curriculum Proposal #12-13-16 from the School of Fine Arts.

This proposal modifies the current Communication BA into an interdisciplinary BA degree, Communication Arts, conforming to the new 120 credit hour limit, consisting of a core of 46 hours, a concentration of 12 hours, 37 hours of general education, and 25 hours of free electives. Proposed Concentrations Include:

- Government Communication
- Health Communication
- Sport Communication
- Performance Studies
- Public Communication
- Multimedia Communication
- Visual Communication

The Communication Minor is also modified as outlined in Appendix B.

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MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby *JRK*

DATE: October 12, 2012

SUBJECT: Curriculum Proposal #12-13-16

I recommend approval of the attached Curriculum Proposal #12-13-16 from the School of Fine Arts.

This proposal modifies the current Communication BA into an interdisciplinary BA degree, Communication Arts, conforming to the new 120 credit hour limit, consisting of a core of 46 hours, a concentration of 12 hours, 37 hours of general education, and 25 hours of free electives. Proposed Concentrations Include:

- Government Communication
- Health Communication
- Sport Communication
- Performance Studies
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3. Include, as an appendix, a detailed course outline consisting of at least two levels.
4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.

See Appendix G

- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A.

This proposal results in a net loss of 8 credit hours from the current Communication B.A. to the Communication Arts B.A. See Appendix A.

III. **RATIONALE FOR THE PROPOSAL.**

- A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

In the most recent communication program review, the outside evaluator recommended several changes to the program that would align the major in communication with current practices in communication education and still allow the program to maintain its traditional public speaking focus. Among those changes was the addition of a course devoted to theory and research. The exit conference between the outside evaluator and the communication faculty resulted in a discussion of ways to prepare majors for further study or employment as communication professionals in a world where methods of communication are quickly evolving (e.g. technology, social media). During this discussion, it became apparent that one way for a small academic department to give students a broad understanding of the many facets of communication is to engage them in an interdisciplinary way of seeing the world.

In addition to the program review, the faculty has set up exit interviews for graduating students since the last program review. In the interviews, many students have suggested that while they enjoyed studying communication, they are unsure of a career path and would have appreciated a more structured program and a more structured system for practical experiences including internships. In these exit interviews, the students suggested that while the Neely Oratorical Contest is an excellent experience, they do not think that project is indicative of the skills and understandings they have gained in the communication program.

- B. Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

This change is required by :

1. the need to reduce programs to 120 credit hours,
2. to complete the program review cycle for improvement, and
3. to meet changing student needs for employability.

No new faculty, facilities, equipment or library materials are required. Communication Arts may be separated from Theatre Arts as a separate department and need a coordinator appointed from current faculty. This change in departmental status would be effective with the approval of this proposal.

- C.** Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature
School of Business	Richard Harvey	<i>Richard Harvey</i>
School of Ed and HHP	Van Dempsey	<i>Van Dempsey</i>
College of Liberal Arts	Deanna Shields	<i>Deanna Shields</i>

- D.** Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal.

- E.** ADDITIONAL COMMENTS.

APPENDIX A
 B.A. Degree in Communication
 Current Program

Required Major Courses			HRS
COMM 1105		Voice and Diction	3
COMM 1171		Mass Communication	3
COMM 2201		Introduction to Group Discussion	3
COMM 2202		Communication in the World of Work	3
COMM 2213		Nonverbal Communication	3
COMM 2219		Language in Communication	3
COMM 2235		Interpersonal Communication	3
COMM 2241		Argumentation & Debate	3
COMM 3337		Persuasive Communication	3
COMM 3345		Oratory	3
COMM 4495		Seminar in Communication Issues	3
THEA 2220		Oral Interpretation	3
TOTAL Required Major Courses			36
Major Electives			3
COMM 1199		Special Topics in Speech Communication	1-3
COMM 2249/4449		Intercollegiate Debate Practicum	1
COMM 4439		Public Speaking Practicum	1
COMM 4491		Directed Study	1-4
THEA 2228/4428		Oral Interpretation Practicum	1
TOTAL HOURS FOR MAJOR			39
Required General Studies Courses			
First Year Experience			15
ENGL	1104	Written English I	3
ENGL	1108	Written English II	3
INFO	1100	Computer Concepts and Applications	3
MATH	1107		3
COMM	2200		3
Scientific Discovery			8
Cultural / Civilization Exploration			9
Society / Human Interactions			6
Artistic / Creative Expression			6
TOTAL GENERAL STUDIES HOURS			44
TOTAL FREE ELECTIVES			45
TOTAL HOURS			128

B.A. Degree in Communication Arts
Proposed Program

Required Major Courses CORE		HRS
BISM 1200	Introduction to Computing	3
BISM 2800	Corporate Communications and Technology	3
COMM 1105	Voice and Diction	3
COMM 2201	Introduction to Group Discussion	3
COMM 2213	Intro to Communication Theory & Research Practices	3
COMM 2219	Language in Communication	3
COMM 2241	Argumentation and Debate	3
COMM 2250	Sophomore Seminar	1
COMM 3300	Intercultural Communication	3
COMM 3337	Persuasive Communication	3
COMM 3345	Oratory	3
COMM 4420	Contemporary Storytelling	3
COMM 4496	Communication in Practice: Internship	3
JOUR 2245	Reporting and Multimedia News Writing	3
JOUR 2275	Media Literacy	3
JOUR 3350	Participatory Journalism and Social Media	3
CORE TOTAL		46
CONCENTRATIONS (12 Credit Hours)		
Government Communication		
POLI 1103	American Government	3
POLI 2200	Introduction to Political Science	3
POLI 2203	Comparative Government	3
PHIL 2275	Introduction to Logic and Critical Reasoning	3
Health Communication		
HLTA 1150	Introduction to Health	3
HLTA 2202	Community and Environmental Health	3
HLTA 3370	Contemporary & Drug Behavior Issues	3
HLTA 4415	Human Sexuality	3
Sport Communication		
MKTG 2204	Principles of Marketing	3
MGMT 2209	Principles of Management	3
PHED 2201	Introduction to Sports Management	3
PHED 2210	Sport Marketing & Promotions	3
Performance Studies		
THEA 2220	Oral Interpretation	3
THEA 2230	Acting	3
THEA 3320	The Art of Storytelling in Theory and Practice	3
THEA 3346	Creative Puppetry	3
Public Communication		
select 12 hrs from:		
COMM 2249	Intercollegiate Debate	1-4
COMM 4449	Intercollegiate Debate	1-4
COMM 4439	Public Speaking Practicum I-VIII	1-4
THEA 2220	Oral Interpretation	3

THEA 2238	Oral Interpretation Practicum	1-4
Multimedia Communication		
JOUR 2280	History of American Journalism	3
JOUR 3315	Multimedia Publishing	3
JOUR 3335	Photojournalism and Digital Editing	3
JOUR 3344	Publications Practice	3
Visual Communication		
ART 1140	Design I: 2D	3
ART 1141	Design II: 3D	3
ART 2245	E Foundations	3
ART 3345	E Intermediate	3
CONCENTRATION TOTAL		12

TOTAL HOURS FOR MAJOR 58

Required General Studies Courses

Attribute IA – Critical Analysis		IE
	ENGL 1108	
Attribute IB – Quantitative Literacy		3
	MATH 1107 or higher in IB	
Attribute IC – Written Communication		3
	ENGL 1104	
Attribute ID - Teamwork		IG
	COMM 2201 in Major	
Attribute IE – Information Literacy		3
	ENGL 1108	
Attribute IF – Technology Literacy		X
	BISM 1200 in Major	
Attribute IG – Oral Communication		X
	COMM 2201 in Major	
Attribute III - Citizenship		3
	POLI 1103 American Government	
Attribute IV - Ethics		3
	PHIL 3325 Ethics	
Attribute V - Health		3
	Any course in V	
Attribute VI - Interdisciplinary		3
	Any course in VI	
Attribute VIIA - Arts		3
	Any course in VIIA	
Attribute VIIB - Humanities		3
	Any Literature course VIIB	
Attribute VIIC – Social Sciences		3
	Any course in VIIC	
Attribute VIID - Natural Science		4
	Any course in VIID	
Attribute VIII – Cultural Awareness		3

SOCY 3301 Ethnography or any course in VIII

Additional General Studies hours	X
Major Course – COMM 2213 writing intensive course	
TOTAL GENERAL STUDIES HOURS	37
TOTAL FREE ELECTIVES	25
TOTAL HOURS	120

APPENDIX B
B.A. Degree in Communication Arts
Communication Minor Revision

Minor in Communication Arts (24 credit hours)

COMM 1105 Voice and Diction (3 cr hrs)

~~COMM 1171 Mass Communication (3 cr hrs)~~

COMM 2201 Introduction to Group Communication (3 cr hrs)

COMM 2213 Introduction to Communication Theory and Research Practices (3 cr hrs)

~~COMM 2215 Nonverbal Communication~~

COMM 2219 Language in Communication (3 cr hrs)

~~COMM 2235 Interpersonal Communication (3 cr hrs)~~

COMM 2241 Argumentation and Debate (3 cr hrs)

COMM 3300 Intercultural Communication (3 cr hrs)

COMM 3337 Persuasive Communication (3 cr hrs)

COMM 3345 Oratory (3 cr hrs)

APPENDIX C

B.A. Degree in Communication Arts COMM 2250 Sophomore Seminar (New Course)

Course Description

In this course, students will explore the role of the communication professional in a variety of fields such as media, non-profit, government, business, and health. Students will participate in a mid-program review with communication faculty and the class will culminate in a paper/presentation on a communication profession or field of study. PR: Pre-Comm or Comm major.

Outline

- I. Review of degree requirements, opportunities, and expectations
 - a. Expectations
 - b. Tracks
 - c. Performance opportunities
 - d. Ways to prepare yourself for a career in communication
 1. Graduate study
 2. Internships
 3. Work experience
- II. Overview of fields of communication research
 - a. Media
 - b. Health
 - c. Government
 - d. Business and
 - e. Education, non-profit, and outreach
- III. Professionalism
 - a. Professional behavior
 - b. Professional development
 - c. Communication organizations

Outcomes and Assessments

Students will

- Explore the role of the communication professional in a variety of fields.
 - Assessment – Oral Presentation scored with scoring rubric
- Explore and share their career interests.
 - Assessment – Reflection paper
- Create a career action plan.
 - Assessment – Meeting with instructor which results in action plan

APPENDIX D

B.A. Degree in Communication Arts COMM 4420 Contemporary Storytelling (New Course)

Course Description

COMM 4420 Contemporary Storytelling 3hrs.

This course is an introduction to the study of images as a communicative phenomenon and ethnographic storytelling. Students will explore the use of digital images to communicate specific information in a variety of contexts such as public relations, journalism, or web-based publication and the use of ethnographic research as a tool for audio documentary. PR: COMM 2241 and BISM 2800

Outline

I. Defining contemporary Storytelling

- A. Storytelling in the 21st Century
 - a. Images as message
 - b. Implications for visual communication
- B. First wave of digital storytelling
- C. The audio documentary
- D. Storytelling platforms

II. Contemporary storytelling platforms

- A. Web
- B. Social media
- C. Mobile devices

III. Building a story

- A. Audience analysis
 - a. The client
 - b. The message audience
- B. The medium
 - a. Video
 - b. Audio
 - c. Resources
- C. The research
 - a. Quantitative
 - b. Qualitative
- D. The message
- E. The story
 - a. Plot and characters
 - b. Planning
 - c. Storyboarding
- F. Production
 - a. Images
 - b. Sound
 - c. Language
- G. Resources
- H. Copyright restrictions

IV. Evaluation

- A. Gathering feedback
- B. Analyzing feedback
- C. Revision

Outcomes and Assessments

The Student will

- Envision and pitch a digital media project that meets the needs of a client and an audience.
 - Assessment – storyboard with scoring rubric, media presentation scoring rubric
- Use research techniques appropriate to the needs to the project.
 - Assessment – raw material conference with faculty
- Evaluate research for its suitability and credibility for a media project.
 - Assessment – mid-progress checklist, raw material conference with faculty, media project scoring rubric
- Select images, text, language, and sound that ethically provide information and elicits emotion.
 - Assessment – storyboard with scoring rubric, media project rough draft with scoring rubric and student checklist, and audio documentary rough draft with scoring rubric and student checklist
- Synthesize material into a digital media project and/or an audio documentary.
 - Assessment – project scoring rubrics
- Evaluate the quality of a media project.
 - Assessment – project evaluation reflection

APPENDIX E
B.A. Degree in Communication Arts
COMM 2215 Nonverbal Communication (revised to)
COMM 2213 Intro to Communication Theory and Research Practices

Course Description

Writing Intensive

This course provides an overview of the concepts and methods used to design, conduct, interpret and evaluate communication research. The aim of the course is for students to become informed consumers of research as well as producers of it on a basic level. The course will develop the skills necessary to design, organize, conduct, report and present research competently and ethically. In order to satisfy the writing intensive requirement, students will be required to complete a comprehensive written literature review analyzing the work of other researchers on a chosen topic related to communication theory. PR ENGL 1108

Outline

- I. What is Research?
 - A. Academic vs. other contexts
 - B. Qualitative and quantitative
- II. Methods of Textual Analysis
 - A. Semiotic
 - B. Rhetorical
 - C. Criticism
 - a. Ideological
 - b. Psychoanalytical
- III. Qualitative
 - A. Interviews
 - B. Historical Analysis
 - C. Ethnomethodological
 - D. Participant Observation
- IV. Quantitative
 - A. Context Analysis
 - B. Surveys
 - C. Experiments
- V. Measurement and Reporting
 - A. Descriptive Statistics Primer
 - B. Writing Research Reports
 - C. Consuming Research

Outcomes and Assessments

Students will:

- master the concepts and technical vocabulary of communication research, and be able to use this language appropriately
 - Assessment: Literature Review, Written Research Report, Oral Presentation of Research Report, Examination
- comprehend the relationship between theory and research methods in the study of communication
 - Assessment: Literature Review, Article Summaries/Critiques, Examination
- assess the ethical choices researchers make when conducting and presenting research

- Assessment: Article Summaries/Critiques
- compare, contrast and appropriately apply qualitative and quantitative research methods
 - Assessment: Methodology Paper
- develop skills necessary for conducting communication research
 - Assessment: Research Project Proposal, Methodology Paper, Data Analysis Assignment, Written Research Report, Oral Presentation of Research Report
- clearly communicate, both orally and in writing, the findings of original communication research
 - Assessment: Written Research Report, Oral Presentation of Research Report
- be able to read, understand, explain and critically evaluate communication and other research reported in scholarly journals as well as in the popular press
 - Assessment: Literature Review, Article Summaries/Critiques

Writing Intensive requirement

- A minimum of twenty pages of written work will be assigned writing assignments (the literature review references in the course description) throughout the semester
- The instructor will provide opportunities for substantial revision in which the student responds to instructor feedback as well as discipline-specific writing instruction.
- At least 30% of the course grade will be based on writing assignments
- The enrollment cap for the course will be twenty students

APPENDIX F
B.A. Degree in Communication Arts
COMM 4495 Seminar in Communication Issues (revised to)
COMM 4496 Communication in Practice: Internship

Course Description

The communication internship is designed to provide students with a supervised opportunity to apply their communication skills in a business or organization. Students are expected to complete a minimum of 100 hours in a meaningful and challenging placement. This placement should be made in cooperation with a member of the communication faculty or a faculty member teaching in a communication track. Students will attend course orientation sessions at the beginning of the semester and course reflection and evaluation sessions at the end of the semester. The final reflection will include a portfolio presentation that demonstrates students' understanding of communication in theory and practice as well as their own strengths and weaknesses as a communicator. This placement, the reflection, and the portfolio presentation make up the capstone experience for students majoring in communication arts. PR: Comm major.

Outline

- I. Communication in organizations orientation
 - A. Seeking employment
 - B. Resumes
 - C. Interviews
 - D. Internship expectations
 - a. Dress
 - b. Behavior
 - c. Time management
 - d. Confidentiality
 - E. Student expectations
 - a. Faculty
 - b. Organization
 - c. Supervisor
 - d. Grading and evaluation
- II. Applying communication skills in organizations
 - A. Leadership
 - B. Being a subordinate
 - a. Following directions
 - b. Conflict management
 - C. Interpersonal relationships
 - D. Technology use
- III. Reflection
 - A. Journal
 - B. Portfolio evaluation
 - C. Exit interview

Outcomes and Assessments

Students will

- Prepare or participate in the communication required for an internship (including by not limited to telephone contacts, a resume, or an interview).
 - Assessments – resume, mock interview
- Acquire an internship placement with the approval of faculty and perform duties as assigned in an internship placement.
 - Assessment – supervisor rubric, portfolio presentation, reflection journal, exit interview
- Reflect on the application of communication concepts in the context of their internship placement.
 - Assessment – Portfolio presentation scored by faculty panel with scoring rubric, reflection journal, exit interview
- Analyze their performance in the placement.
 - Assessment – Portfolio presentation scored by faculty panel with scoring rubric, reflection journal entries, exit interview
- Analyze their strengths and weaknesses as communicators.
 - Assessment – Reflection journal entries, exit interview

APPENDIX G
B.A. Degree in Communication Arts

Outcome Competencies:

- Craft effective written, spoken, and digital messages based on the needs of the audience, occasion, and the medium.
- Craft and support a logical argument based on valid research and critical analysis.
- Effectively adapt and deliver messages to a live audience.
- Apply appropriate technology to the creation and distribution of messages.
- Collaborate with a team to solve problems in a variety of contexts.
- Apply theories of communication and related research in a variety of contexts including organizations and interpersonal relationships.
- Analyze and synthesize information through critical listening.
- Demonstrate sensitivity to ethical issues in communication and exhibit standards of professional behavior.

Methods of Assessment:

- Coursework and course grades
- Mid-Program Review (COMM 2250)
- M.M. Neely Oratory Contest (COMM 3345)
- Media Project (COMM 4420)
- Internship (COMM 4496)
- Assessment Portfolio Review (COMM 4496)