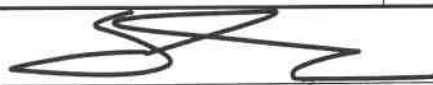


 FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST Undergraduate Programs		UUPC Approval _____ UFS Approval _____ Banner _____ Catalog _____
	Department School of Communication and Multimedia Studies College Arts and Letters		
Program Name BA in Communication Studies	<input type="checkbox"/> New Program* <input checked="" type="checkbox"/> Change Program*	Effective Date (TERM & YEAR) Spring 2025	
Please explain the requested change(s) and offer rationale below or on an attachment. See attached			
<small>*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.</small>			
Faculty Contact/Email/Phone William Trapani, wtrapan1@fau.edu, 7-2584		Consult and list departments that may be affected by the change(s) and attach documentation	
Approved by Department Chair  Shane Eason College Curriculum Chair  College Dean  UUPC Chair _____ Undergraduate Studies Dean _____ UFS President _____ Provost _____		Date Oct. 4, 2024 10/14/24 10/15/2024 _____ _____ _____	

Email this form and attachments to mjenning@fau.edu seven business days before the UUPC meeting.

Explanation of Proposed Communication Studies BA Program Changes

Summary

The School of Communication and Multimedia Studies seeks to make a number of changes to its Bachelor of Arts in Communication Studies. Importantly, these changes **do not increase the credit hours required** to obtain the degree. Further, **all courses involved in these changes already exist** and have been taught for many years. These changes are merely efforts to shift degree emphasis to keep the degree contemporary to the current moment and to similar degree structures across the country.

Detail of Program Changes

Redistribution of Credit Hours within the Degree. These entail:

- Move SPC 2608 Public Speaking from the “Communication Skills” category to the required set of “Core” courses. This clarifies and codifies an existing expectation that was sometimes confusing to students given how it was listed on our degree sheet. As a result of the above change: reduce the total required credits in “Communication Skills” from 6 credits to 3 credits.
- Reduce the total required credits in the “Theory” category from 9 credits to 6 credits and shift those 3 credits to the “Electives” category (raising the expected number of elective credits from 9 to 12). This change is the result of our recognition that a) many of our Elective credits contain substantial theory components of their own and therefore there is not a substantive loss of theoretical acumen involved in the change and b) the change allows students more flexibility in crafting a degree path that matches their personal and career interests. It is also in line with most BA programs which only require 6 credits of theory courses.

Change in Required Courses

In addition to clarifying the required status of SPC 2608 Public Speaking we also seek to alter the required courses to complete the degree by:

- No longer require SPC 4271 Capstone and Civic Life. This change is in keeping with changes in the field which require a broader set of content knowledge than can be provided in the Capstone course. In addition, by removing the requirement for the capstone course we aid time to graduation as the Capstone course has too often functioned as a difficult bottleneck for the students since it could only be taken at the end of their degree cycle often forcing students unnecessarily to wait an additional term to graduate if the offerings did not align with the remainder of their courses. Finally, the change allows us to shift our requirements to better reflect a required course that can be better supported by our current faculty.
- Require SPC 3542 Rhetorical Theories of Persuasion (to be renamed “Persuasion” as part of this overhaul). This change takes place for a number of reasons: it is more easily deliverable than the capstone course, it can occur at nearly any point in the student’s degree progression and, with the coming name change and content shift, it broadens the scope of the course to include attention to social science approaches to persuasion which, in turn, allows a broader spectrum of students to find merit in the course for their own needs.
- The above described change to make SPC 2608 Public Speaking “required”

COMMUNICATION STUDIES BACHELOR OF ARTS (B.A.)

(Minimum of 120 credits required)

Core

Introduction to Communication and Civic Life	COM 2053	3
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<u>Public Speaking</u>	<u>SPC 2608</u>	
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<u>Persuasion</u>	<u>SPC 3542</u>	
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Senior Capstone: Capstone in Communication and Civic Life	SPC 4271	3
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Theory (~~three~~ two -courses required)

Human Communication Theory	COM 3405	3
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New Media and Civic Discourse	COM 4603	3
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Classical Rhetoric	SPC 3233	3
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Contemporary Rhetoric	SPC 3235	3
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Rhetorical Foundations of Publics and Counterpublics	SPC 3272	3
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Rhetorical Theories of Persuasion	SPC 3542	3
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Intercultural Theory	SPC 3717	3
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Methods (two courses required)

American Multicultural Discourse	SPC 3704	3
Analyzing Civic Discourse Rhetorical Analysis of Democracy (WAC course)	SPC 4273	3
Rhetoric of Argument (WAC course)	SPC 4517	3
Rhetorical Criticism (WAC course)	SPC 4680	3

Communication Skills (~~one two~~ courses required)

Storytelling in Popular Culture	COM 4703	3
Interpersonal Communication	SPC 2300	3
Public Speaking	SPC 2608	3
Small Group Processes	SPC 3425	3
Argumentation and Debate	SPC 4513	3

Contexts (~~four three~~ courses required)

Communication, Gender and Language	COM 3014	3
Organizational Communication	COM 3120	3
Conflict and Communication	COM 3462	3

Political Communication	COM 3500	3
Communication Internship	COM 3945	3
Media and Sexual Identities	COM 4094	3
Strategic Communication	COM 4150	3
Corporate Communication	COM 4201	3
Rhetoric and Aesthetics of Contemporary Culture	COM 4411	3
Non-Verbal Communication in a Diverse Society	COM 4461	3
Peace, Conflict and Oral Narrative	COM 4707	3
Minorities and the Media	MMC 3601	3
International Communication	MMC 4301	3
Media, Representation and Diversity	MMC 4704	3
Public and Community Relations	PUR 4411	3
Gender and Television	RTV 4412	3
Intercultural Communication	SPC 3710	3
Studies in Rhetoric	SPC 4232	3
Leadership and Communication	SPC 4443	3

Propaganda	SPC 4540	3
Rhetoric of Social Protest	SPC 4633	3
Gender, Race and Communication	SPC 4712	3
Ethnicity and Communication	SPC 4718	3
