

 FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST Undergraduate Programs		UUPC Approval <u>11/7/2022</u> UFS Approval _____ Banner _____ Catalog _____
	Department School of Communication and Multimedia Studies College Arts and Letters		
Program Name Communication Studies	<input type="checkbox"/> New Program* <input checked="" type="checkbox"/> Change Program*	Effective Date (TERM & YEAR) Spring 2023	
<p>Please explain the requested change(s) and offer rationale below or on an attachment.</p> <p>Changing "Performance" title header to "Communication Skills" to update verbiage to describe courses within degree section.</p>			
<p><small>*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.</small></p>			
Faculty Contact/Email/Phone Dr. Carol Bishop Mills/millsc@fau.edu/7-0044		Consult and list departments that may be affected by the change(s) and attach documentation N/A	
Approved by Department Chair <u><i>CBMills</i></u> College Curriculum Chair <u><i>[Signature]</i></u> College Dean <u><i>[Signature]</i></u> UUPC Chair <u><i>Ethlyn Williams</i></u> Undergraduate Studies Dean <u><i>Dan Meeroff</i></u> UFS President _____ Provost _____		Date <u>9/7/2022</u> _____ <u>10.17.22</u> <u>10.28.22</u> <u>11/7/2022</u> <u>11/7/2022</u> _____ _____	

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

School of Communication and Multimedia Studies

Faculty:

Mills, C., Director; Bargsten, J.; Charbonneau, S.; Darlington, P.; Durnell-Uwechue, N.; Eason, S.; Fejes, F.; Guneratne, A.; Heidt, S.; Hofmann, M.; Lewter, B.; Marin, N.; McAfee, F.; Mulvaney, B.; O'Hara, T.; Pendakur, M.; Petrich, K.; Poole, D.; Prusher, I.; Reilly, S.; Robé, C.; Santaniello, N.; Scodari, C.; Sim, G.; Sobnosky, M.; Trapani, W.; Von Spalding, R.; Williams, D.; Winn, L.

Mission

The mission of the FAU School of Communication and Multimedia Studies (SCMS), carried out through its courses, research and services, is to help provide the knowledge and skills that will allow students to understand and contribute to the increasingly communication- and media-oriented environment. Communication courses are designed to help students become: 1) more ethical, effective communicators in all contexts, from interpersonal to large public gatherings, print, radio, television, film and emerging technologies, and 2) more critical and analytical consumers of communication in all its many aspects.

In the undergraduate program, the School offers a variety of liberal arts and technically oriented courses that cover theoretical, historical, multicultural, analytical, critical and performance approaches to communication processes and media. At the same time, the program allows students to emphasize areas of particular interest: communication studies; film, video and new media and multimedia journalism.

The School's overarching goal for its graduates is to provide them with a broad liberal arts education. Students will be afforded the opportunity to gain a technical and/or professional orientation sufficient to qualify them for a first job in any business or institution that needs employees who are effective communicators. Students will also be afforded the background needed to pursue further education in communication or related fields.

The School offers a B.A. in Communication Studies and a B.A. in Multimedia Studies with a concentration in Film, Video and New Media or a concentration in Multimedia Journalism. It also offers advanced degrees in Communication and Multimedia Studies, with an M.A. in Communication and an M.F.A. in Media, Technology and Entertainment. (The M.F.A. is currently on suspension and not accepting students.)

[Link to Minors](#)

[Link to Master's Programs](#)

BACHELOR'S PROGRAMS

Prerequisite Coursework for Transfer Students

Students transferring to Florida Atlantic University must complete both lower-division requirements (including the requirements of the Intellectual Foundations Program) and requirements for the College and major. Lower-division requirements may be completed through the A.A. degree from any Florida public college, university or community college or through equivalent coursework at another regionally accredited institution. Before transferring and to ensure timely progress toward the baccalaureate degree, students must also complete the prerequisite courses for their major as outlined in the [Transition Guides](#).

All courses not approved by the Florida Statewide Course Numbering System that will be used to satisfy requirements will be evaluated individually on the basis of content and will require a catalog course description and a copy of the syllabus for assessment.

Bachelor of Arts with Major in Communication Studies/[Link to Multimedia Studies](#)

Students who enroll for a Bachelor of Arts degree with a major in Communication Studies must meet all University and Dorothy F. Schmidt College of Arts and Letters requirements. These include satisfactory completion of a total of 120 credits, 60 of which must be earned at a four-year college or university, and 8 credits in sequence in a single foreign language.

The B.A. in Communication Studies is a problem-focused program that emphasizes contemporary cultural concerns while situating these within the broader historical context of communication and cultural theory. The purpose of the degree is to provide students with the awareness, knowledge, motivation and skills to develop communication strategies to address the problems of a global society, and the emphasis is on all forms of civic engagement. The program examines the strategic role that symbol systems play in constructing meaning in a fast-

changing, information-based, media-saturated and culturally diverse world. Courses examine how meaning informs and persuades individuals, and introduce students to the history and theories of how communication operates in societies. The goals are for students to develop both high level oral and written communication skills and critical thinking and analytical problem-solving skills, and to become active in civic life.

Core		
Introduction to Communication and Civic Life	COM 2053	3
Senior Capstone: Capstone in Communication and Civic Life	SPC 4271	3
Theory (Three courses required)		
Human Communication Theory	COM 3405	3
New Media and Civic Discourse	COM 4603	3
Classical Rhetoric	SPC 3233	3
Contemporary Rhetoric	SPC 3235	3
Rhetorical Foundations of Publics and Counterpublics	SPC 3272	3
Rhetorical Theories of Persuasion	SPC 3542	3
Intercultural Theory	SPC 3717	3
Methods (Two courses required)		
American Multicultural Discourse	SPC 3704	3
Rhetorical Analysis of Democracy (WAC course)	SPC 4273	3
Rhetoric of Argument (WAC course)	SPC 4517	3
Rhetorical Criticism (WAC course)	SPC 4680	3
Performance Communication Skills (Two courses required)		
Storytelling	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 (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



Honors Program in Communication

The Honors Program in Communication allows highly motivated and well-prepared students to pursue a course of study organized around a specific topic, area of interest or creative project. Students take a special sequence of courses both within and outside the School. In their last semester they complete a senior honors thesis or a senior honors project under the direction of a School faculty advisor.

Minors

Communication Studies Minor

A minor in Communication Studies requires that the student complete both MMC 1540 and COM 2053 plus 12 credits in courses with COM, SPC or MMC prefixes, no less than 9 credits of which must be at the 3000 level or above. At least 15 of the 18 credits must be taken at FAU.

Film and Video Minor

The undergraduate minor in [Film and Video](#) gives students in any major the opportunity to bring together courses from several departments and colleges into a multidisciplinary curriculum emphasizing all aspects of film and video.

Political Communication Minor

The undergraduate minor in [Political Communication](#) gives students in any major the opportunity to bring together courses from Communication and Multimedia Studies and Political Science into a multidisciplinary curriculum. Students are offered scholarly study of political networks as well as hands-on courses in political advocacy and campaigning.

Public Relations Minor

The undergraduate minor in Public Relations provides students with a solid foundation of the principles and practices in the field of public relations. The minor helps prepare students for careers in publicity, promotion, public affairs, government relations and media relations.

This minor is open to all degree-seeking students and will be awarded upon completion of a bachelor's degree. A student who already holds a baccalaureate degree may pursue the minor in conjunction with a second bachelor's degree. All courses taken in the program may be counted toward other general and specific graduation requirements, and courses taken to fulfill other requirements may be applied to this minor.

Requirements for the minor include completion of five courses (15 credits) with a minimum grade of "C" and a 2.5 GPA. Students are required to take 12 credits from the required list with one elective option. At least 12 credits for the minor must be earned from FAU. In addition to the regular curriculum, other courses with significant attention to public relations may be approved by the SCMS director.

Required Courses - 12 credits		
Communication Internship (or other approved elective)	COM 3945	3
Corporate Communications	COM 4201	3
Public Relations and the Press	PUR 3009	3
Public and Community Relations	PUR 4411	3
Elective Option - 3 credits; select one course from the following*		
Organizational Communication	COM 3120	3
Strategic Communication	COM 4150	3

Fundamentals of Multimedia	DIG 3110	3
Photojournalism	JOU 4601	3
Writing for the Media	MMC 2121C	3
Intercultural Communication	SPC 3710	3