Code # COM10 (Rev)

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Chris Harper, [Charper@astate.edu](mailto:Charper@astate.edu), 870 972 2711

**2.Proposed Change**

Change the prefix for communication studies courses from SCOM to COMS.

~~SCOM to~~ COMS 1203 Oral Communication

~~SCOM to~~ COMS 1211 Intercollegiate Debate

~~SCOM to~~ COMS 2203 Introduction to Human Communication

~~SCOM to~~ COMS 2313 Communication Theory

~~SCOM to~~ COMS 2243 Principles of Argumentation

~~SCOM to~~ COMS 2253 Introduction to Health Communication

~~SCOM to~~ COMS 2373 Introduction to Interpersonal Communication

~~SCOM to~~ COMS 3203 Business and Professional Communication

~~SCOM to~~ COMS 3211 Intercollegiate Debate

~~SCOM to~~ COMS 3243 Principles of Persuasion

~~SCOM to~~ COMS 3253 Principles of Listening

~~SCOM to~~ COMS 3363. Human Communication Research Methods

~~SCOM to~~ COMS 3373 Gender Communication

~~SCOM to~~ COMS 3433 Communication Criticism

~~SCOM to~~ COMS 4203 Small Group Communication

~~SCOM to~~ COMS 4243 Interpersonal Communication

~~SCOM to~~ COMS 4253 Intercultural Communication

~~SCOM to~~ COMS 4263 Organizational Communication

~~SCOM to~~ COMS 431V. Special Problem: Varying Topics

~~SCOM to~~ COMS 4323. Communication in Personal Relationships

~~SCOM to~~ COMS 4373 Conflict Resolution

~~SCOM to~~ COMS 4383. Computer Mediated Communication

~~SCOM to~~ COMS 4403. Seminar in Health Communication

~~SCOM to~~ COMS4423 Narratives in Health and Healing

**3.Effective Date**

Fall 2013

**4.Justification**

The prefix SCOM was used to refer to “speech communication” courses when the department was named “speech communication.” Our department is now named “communication studies” and we wish the prefix to reflect the newer name.

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**College of Communications**

*Professor Brad Rawlins, Dean*

The College of Communications offers students the opportunity to combine the best of a broad education in the liberal arts and sciences with the professional preparation required in the wide variety of fields in communications. The college has three departments: Communication Studies; Journalism; and Radio-Television. The Departments of Journalism and Radio-Television are accredited by the Ac­crediting Council on Education in Journalism and Mass Communications.

Studies in the college allow students to learn to gather, organize, synthesize and communicate information professionally in a democratic, multi-cultural society. They learn to think critically and com­municate effectively in preparation for productive roles, for example, in news, radio, television, film, public relations, organizational communication, advertising, photojournalism, graphic communications, web and multimedia production and design or health communication. Students also find communications courses excellent preparation for graduate work and the study of law.

In addition to meeting the general requirements for all baccalaureate degrees, candidates for a bachelor of science in Radio-Television or Journalism must complete 120 hours. Students pursuing degrees in radio-television and journalism are required to have a minor outside their two departments. The minor must be approved by the student’s advisor. Students pursuing a bachelor of arts in Com­munication Studies must complete 120 hours. Students pursuing a degree in Communication Studies are not required to have a minor.

To assure that students earning the bachelor of science degree in journalism or radio-television acquire the broad education needed by a mass communications professional, the college requires that 80 semester hours of a student’s degree program be completed outside the Departments of Radio- Television and Journalism. At least 65 of the 80 hours must be in courses approved as “liberal arts and sciences.” A list of approved courses is available at department offices.

The College of Communications offers students opportunities to apply what they learn in a variety of national student organizations, including: The Herald, ASU-TV, the Forensics team, American Ad­vertising Federation, Society of Professional Journalists, National Broadcasting Society, National Press Photographers Association, Gamma Tau Epsilon (graphic communications), Public Relations Student Society of America, the Association of Women in Communications, the Undergraduate Student Research Association, and three honorary groups: Kappa Tau Alpha (journalism and mass communications), Pi Kappa Delta (forensics), and Lambda Pi Eta (communication).

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160

**Department of Communication Studies**

*Associate Professor Marceline Hayes, Interim Chair*

**Assistant Professors:** *Clark, Harper, Thatcher*

**Instructors:** *Randle, Scott*

The Department of Communication Studies offers courses leading to a Bachelor of Arts in Com­munication Studies. Communication Studies focuses on the ways that people make use of both verbal and nonverbal messages to generate meanings within various contexts, cultures, and media. Since 75% of a person’s day is spent communicating in some way, the importance of being able to communicate clearly cannot be overemphasized. Communication skills are essential to personal satisfaction and academic success, as well as employment. Courses provide a strong theoretical foundation in communication as well as an emphasis on improvement in practical communication skills. Majors in Communication Studies have the flexibility to focus on specific areas of interest while obtaining a thorough understanding of communication. Students may also choose to become involved with departmental activities such as the debate team or Lambda Pi Eta, the national honor society for communication students.

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161

**Major in Communication Studies**

**Bachelor of Arts**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:** | |
| See University General Requirements for Baccalaureate degrees (p. 40) | |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate Degrees (p. 82)  **Students with this major must take the following:**  *~~SCOM~~ COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| ~~SCOM~~ COMS 1203, Oral Communication | 0-3 |
| ~~SCOM~~ COMS 2313, Communication Theory | 3 |
| ~~SCOM~~ COMS 2243, Principles of Argumentation | 3 |
| ~~SCOM~~ COMS 2373, Introduction to Interpersonal Communication | 3 |
| ~~SCOM~~ COMS 3363, Human Communication Research Methods | 3 |
| **Communication Studies Electives (15 hours must be upper-level)**  JOUR 3023, Principles of Advertising  JOUR 3033, Advertising Copywriting  JOUR 3143, Strategic Writing  JOUR 4033, Advertising Case and Studies and Campaigns  PR 3003, Principles of Public Relations  PR 3013, Public Relations Tools and Techniques  PR 3033, Public Relations Case Studies and Campaigns  PR 4113, Integrated Marketing Communications  PR 4603, Crisis Communication  ~~SCOM~~ COMS 2253, Introduction to Health Communication  ~~SCOM~~ COMS 3203, Business and Professional Communication  ~~SCOM~~ COMS 3243, Principles of Persuasion  ~~SCOM~~ COMS 3373, Gender Communication  ~~SCOM~~ COMS 3523, Principles of Listening  ~~SCOM~~ COMS 4203, Small Group Communication  ~~SCOM~~ COMS 4243, Interpersonal Communication  ~~SCOM~~ COMS 4253, Intercultural Communication  ~~SCOM~~ COMS 4263, Organizational Communication  ~~SCOM~~ COMS 4323, Communication in Personal Relationships  ~~SCOM~~ COMS 4373, Conflict Resolution  ~~SCOM~~ COMS 4383, Computer Mediated Communication  ~~SCOM~~ COMS 4403, Health Communication  ~~SCOM~~ COMS 4423, Narratives in Health and Healing | 18 |
| **Sub-total** | **30-33** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **49-52** |
| **Total Required Hours:** | **120** |

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162

**Minor in Communication Studies**

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| **Required Courses:** | **Sem. Hrs.** |
| ~~SCOM~~ COMS 1203, Oral Communication | 3 |
| ~~SCOM~~ 2313 COMS, Communication Theory | 3 |
| ~~SCOM~~ COMS 2243, Principles of Argumentation | 3 |
| ~~SCOM~~ COMS 2373, Introduction to Interpersonal Communication | 3 |
| ~~SCOM~~ COMS 3363, Human Communication Research Methods | 3 |
| Upper-level Communication Studies Electives | 3 |
| **Total Required Hours:** | **18** |

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163

**DEPARTMENT OF COMMUNICATION STUDIES**

**Communication Studies (SCOM)**

**~~SCOM~~ COMS, 1203. Oral Communication** The theory and practice of communication in interpersonal, small groups, and public speaking contexts, emphasizing proficiency in message organization, delivery, and critical thinking. Prerequisite for all other communication studies courses, except ~~SCOM~~ COMS 3203. Fall, Spring, Summer.

**~~SCOM~~ COMS, 1211. Intercollegiate Debate** Study and practice of intercollegiate debate. May be repeated for credit. Demand.

**~~SCOM~~ COMS, 2203. Introduction to Human Communication** An introduction to and an overview of communication, including concepts and applications. Prerequisite, ~~SCOM~~ COMS 1203 Oral Communica­tion. Demand.

**~~SCOM~~ COMS, 2313. Communication Theory** Study of foundational and current theories of communication and applications of these theories in communication contexts. Prerequisite, , ~~SCOM~~ COMS 1203. Spring..

**~~SCOM~~ COMS, 2243. Principles of Argumentation** Principles of logical reasoning used in advocacy, analysis, use of evidence, inductive and deductive reasoning. Spring, even.

**~~SCOM~~ COMS, 2253. Introduction to Health Communication** Communication in healthcare settings. Major topics include patient provider interaction, information dissemination, cultural concerns, ethical issues, and social support. Fall.

**~~SCOM~~ COMS, 2373. Introduction to Interpersonal Communication** A study of interpersonal commu­nication. Prerequisite, , ~~SCOM~~ COMS 1203. Spring.

**~~SCOM~~ COMS, 3203. Business and Professional Communication** Communication needs of people in business and professional settings. Fall, Spring.

**~~SCOM~~ COMS, 3211. Intercollegiate Debate** Study and practice of intercollegiate debate. May be repeated for credit. Demand.

**~~SCOM~~ COMS, 3243. Principles of Persuasion** Theory and practice of persuasion as an instrument in motivating human conduct. Fall.

**~~SCOM~~ COMS, 3253. Principles of Listening** Principles of listening in the communication process, em­phasis on listening improvement. Fall, even.

**~~SCOM~~ COMS, 3363. Human Communication Research Methods** Study of both qualitative and quantita­tive methods used in communication research. Spring.

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425

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**~~SCOM~~ COMS, 3373. Gender Communication** Study of the interrelationship between communication and gender in various contexts. Spring, odd.

**~~SCOM~~ COMS, 3433 Communication Criticism** Provides critical approaches from the humanistic condi­tion engaging media, public discourse, and interpersonal communication. Prerequisites, , ~~SCOM~~ COMS 1203 or PHIL 1503, or PHIL 1103. Summer.

**~~SCOM~~ COMS, 4203. Small Group Communication** Group and conference techniques for classroom, business, and professional situations. Spring, Summer.

**~~SCOM~~ COMS, 4243. Interpersonal Communication** Emphasis on increasing students capacity for openness, sensitivity, and objective appraisal. Fall, Summer.

**~~SCOM~~ COMS, 4253. Intercultural Communication** Identification of barriers and breakdowns to com­munication among cultures. Spring.

**~~SCOM~~ COMS, 4263. Organizational Communication** Dynamics and theories of communication within an organization. Spring, even.

**~~SCOM~~ COMS, 428V. Internship in Communication Studies** Combines relevant work experience with classroom theory. Demand.

**~~SCOM~~ COMS, 431V. Special Problem: Varying Topics** Prerequisite, permission of instructor. May be repeated twice with different topics. Demand.

**~~SCOM~~ COMS, 4323. Communication in Personal Relationships** The course covers interpersonal com­munication in the context of personal relationships, such as romantic relationships, friendships, professional relationships, and family relationships. Fall, odd.

**~~SCOM~~ COMS, 4373. Conflict Resolution** Conflict as a communication variable created through inter­personal interaction in dyads, small groups, families, and organizations. Dual listed SCOM 5373. Summer.

**~~SCOM~~ COMS, 4383. Computer Mediated Communication** This course considers how identities, rela­tionships and communities are created and influenced by our use of computers and the internet. We will gain understanding of these processes by engaging new media scholarship and activities involving different forms of new media. Dual listed as SCOM 5383. Prerequisite: , ~~SCOM~~ COMS 1203. Spring.

**~~SCOM~~ COMS, 4403. Seminar in Health Communication** Study of the major cultural, interpersonal

**~~SCOM~~ COMS** **4423. Narratives in Health and Healing** Explores the social construction of health, illness, and healing through the study

narrative. Dual listed as SCOM 5423. Spring.

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426