October 15, 2010

To: College of Arts and Sciences Curriculum Committee

From: Department of Communication and Journalism
Contact: Mary Hoffman, hoffmamf, 836-4431

RE: Program Changes

We request implementation of the following program change with the next possible University Catalog.

Name of Program: Major: Communication, Liberal Arts
Public Communication Emphasis (Code 583-200)
Minor: Communication, Liberal Arts
Public Communication (Code 583-400)

Date of Departmental Approval: October 6, 2010

From: 2010-2011 Catalog, pp. 99

To: See attached

Why:
The name change from Public Communication to Communication Studies for this emphasis encourages the accurate perception that this emphasis encompasses more of the theoretical field of study than an exercise in public speaking.

The development of two distinct sequences within the Communication Studies Emphasis will allow students to focus on one of two distinct sub-fields in the discipline (Rhetoric and Popular Culture and Interpersonal Communication). This reorganization allows students to obtain a more complete educational view of Human Communication. This change will allow students to more clearly integrate and articulate their coursework with career opportunities in a variety of fields.