REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

Brief History of Issue—why the issue is being considered:
The English Department Curriculum Committee and the Department as a whole are in the process of endorsing a major and minor program change, as well as recommending several new courses as part of the revised program. The strict deadlines regarding implementation of such changes and the ability to affect catalog copy for next year's (2014-2015) catalog, as well as the need for program name changes to pass all the way through the University Senate, have prompted the English Department to request changes to the names of both the major and minor in “Scientific and Technical Writing” now in preparation for the other curriculum changes to be processed at the College Curriculum Committee level.

Points Discussed by Committee:
1. The goal is to get the name changed as a foundation for curricular changes to the major/minor, which will go to the CCC.
2. The proposed name change reflects where the Department of English is heading and is growing from the Blugold Seminar. The Department of English is already getting students from the Blugold seminar who are focused on rhetoric.
3. The Department has doubled their faculty members. The department has more faculty with expertise to offer new courses which will reflect a rhetorical emphasis. New faculty members are interested in multi-modal writing: document, internet, visual, audio, etc.
4. The focus is on technical writers using multimedia—not teaching software, just providing opportunities to work with different modes of communication.
5. This proposed emphasis will grow as new courses are developed and offered.
6. “Culture” in the title might seem ambiguous: it’s referencing multimedia culture, which is different from literature culture/textual studies. This focus is more on popular culture: images, narratives. The focus is on textual plus documentation—a way of looking at rhetorical modes; how multimedia used to communicate.

Pros of Recommendation:
1. This change reflects a refining and enlarging of the current program and name, based on evolving curricular philosophies and on the relatively recent addition to the English Department faculty of several specialists in Rhetoric and Composition.
2. The new name explicitly foregrounds rhetoric and the cultural contexts of rhetorical studies as foundational to the emphasis (the old name did not do this).
3. The Revised name reflects a potential for synergy and enrichment growing out of the joining of current Scientific and Technical Writing faculty with current and newly hired Rhetoric and Composition faculty; the result will be an expanded, more varied emphasis with strengthened rhetorical underpinnings
4. Highlighted rhetoric and culture elements also underline the activist nature of rhetorical studies, its focus on developing a skill set to address authentic action-requiring situations that require discourse to mediate the action decision, in issues of science, technology, health, the environment, civic life, etc.

Cons of Recommendation: None

Technology/Human Resource Impact: None. Current faculty have the required expertise.

Committee Recommendation:
1. Rename the Scientific and Technical Writing (Code 540-208) emphasis within the Major: English, Liberal Arts to Rhetorics of Science, Technology, and Culture (Code 540-2XX)
2. Rename the Scientific and Technical Writing (Code 540-413) emphasis within the Minor: English, Liberal Arts to Rhetorics of Science, Technology, and Culture (Code 540-4XX)
MOTION FOR THE UNIVERSITY SENATE

The Academic Policies Committee,

by a vote of ___9___ for to ___0___ against on October 8, 2013,

recommends that the following changes within the Department of English be implemented:

1. Rename the Scientific and Technical Writing (Code 540-208) emphasis within the Major: English, Liberal Arts to Rhetorics of Science, Technology, and Culture (Code 540-2XX)

2. Rename the Scientific and Technical Writing (Code 540-413) emphasis within the Minor: English, Liberal Arts to Rhetorics of Science, Technology, and Culture (Code 540-4XX)

Implementation Date: 2014-2015 Catalog

Signed: ______ Jean A. Pratt_____
Chair of the Committee

Send to: University Senate Office