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| For Academic Affairs and Research Use Only |
| Proposal Number | LAC47 |
| CIP Code:  |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

|  |
| --- |
| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

|  |  |
| --- | --- |
| Po-Lin Pan 3/8/2021**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| Marceline Hayes 3/8/2021**Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Head of Unit (if applicable)**   |
| Warren Johnson 3/16/2021**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 3/15/2021**Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Graduate Curriculum Committee Chair** |
| Gina Hogue 3/17/2021**College Dean** | Alan Utter 4/12/2021**Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**General Education Committee Chair (if applicable)**   |  |

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

Michael Gray, Dept. of Communication, mgray@smail.astate.edu, 870-761-2042

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Start Term: Fall 2021, Bulletin Year 2021-2022

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)** *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **COMS** |
| **Number\*** |  | **3263** |
| **Title** |  | **Humor, Communication, and Political Discourse****Short title: HUMOR COMM POLITICAL DISCOURSE** |
| **Description\*\*** |  | **Theories, principles, and concepts of humor in communication, with an emphasis on political discourse.** |

 ***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. **No** Are there any prerequisites?
	1. If yes, which ones?

Enter text...

* 1. Why or why not?

No specific previous knowledge required.

1. **No** Is this course restricted to a specific major?
	1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Irregular

1. **Proposed course type [Modification requested? Yes/No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Lecture only

1. **Proposed grade type [Modification requested? Yes/No]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard letter

1. **No** Is this course dual-listed (undergraduate/graduate)?
2. **No** Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

 Enter text...

 **b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

 Enter text...

1. **No** Is this course in support of a new program?

a. If yes, what program?

 Enter text...

1. **No** Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

|  |  |
| --- | --- |
| Week 1 | Introduction to Humor as Communication |
| Week 2 | Social Scientific & Humanistic Traditions |
| Week 3 | Superiority, Relief, & Incongruity Theory |
| Week 4 | Benign Violations Theory |
| Week 5 | Review of Social Scientific & Humanistic Traditions |
| Week 6 | Overview of American Political Satire  |
| Week 7 | Midterms |
| Week 8 | Political Satire of Colbert |
| Week 9 | Political Satire of Bruce, Gregory, Black, Carlin, & Garofalo |
| Week 10 | Political Satire of Sketch Comedy |
| Week 11 | Political Satire of Oliver, Noah, & Bee. |
| Week 12 | Introduction to Critical Theory: The Frankfurt School |
| Week 13 | Applied Critical Theory: Project Overview |
| Week 14 | Applied Critical Theory: Project Work & Review |
| Week 15 | Applied Critical Theory: Project Work & Review |

1. **Proposed special features** **[Modification requested? Yes/No]**

(e.g. labs, exhibits, site visitations, etc.)

none

1. **Department staffing and classroom/lab resources**

Enter text...

1. Will this require additional faculty, supplies, etc.?

 no

1. **No** Does this course require course fees?

 *If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

Enter text...

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

 a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

 Humor as a persuasive tool is neither a new nor a modern phenomenon. From Aristophanes and Shakespeare to John Oliver and Lewis Black, satire continues to be a prominent feature of our sociopolitical landscape. Though this course is built to facilitate the study of humor and satire as sociopolitical communication, the content is intrinsically interdisciplinary. Students will gain knowledge to help them understand how humor and satire are deployed in sociopolitical spheres as tools of influence and will practice specific communication techniques to help them more effectively engage with and influence others. By the end of this course, students will be able to: 1. Critically analyze humorous and satirical messages in sociopolitical contexts, 2. Articulate an understanding of communication theories and principles that relate to humorous communication, 3. Demonstrate an ability to craft messages deploying humor and satire as effective persuasive forces.

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

 At the most basic level, the Department of Communication needs more upper-level courses to offer to students. This course seeks to do that. More specifically, this course introduces students to communication concepts and theories (program goal #1) that are vastly important to communication inquiry (program goal #2), but that they will not have access to in any other communication course currently being offered. Students in this course will continue to build on foundational communication skills taught in classes such as Oral Communication and Argumentation in ways that will supplement and complement their work in higher-level classes such as Persuasion and Communication Criticism.

c. Student population served.

Undergraduate students from any major

d. Rationale for the level of the course (lower, upper, or graduate).

The content for this course is most appropriate for students at the junior and senior level, but will be accessible to students at the sophomore level. By their junior year, most college students have taken a basic communication course. By their Junior or Senior year, students are more likely to have participated in elections or have become politically involved on some level.

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. **Yes / No** Do the proposed modifications result in a change to the assessment plan?

 *If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

This course meets 3 of the Department of Communication Program Goals. They are program goal #1 “employ communication theories, perspectives, principles, and concepts;” program goal #3 “create messages appropriate to the audience, purpose, and context;” and program goal #4 “critically analyze messages.”

Like other electives, this course offers students more options for degree completion within an already existing program assessment process. This course will introduce students to key communication theories that aren’t covered in current introduction to theories or research methods courses, enriching their understanding of the full scope of communication studies and enabling them to perform more nuanced analyses as they move closer to capstone and graduation.

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #19)** | Employ communication theories, perspectives, principles, and concepts. |
| Assessment Measure | Exit survey and capstone  |
| Assessment Timetable | In the student’s final semester |
| Who is responsible for assessing and reporting on the results? | Communication Studies Assessment Team |

|  |  |
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| **Program-Level Outcome 3 (from question #19)** | Create messages appropriate to the audience, purpose, and context. |
| Assessment Measure | Exit survey and capstone  |
| Assessment Timetable | In the student’s final semester |
| Who is responsible for assessing and reporting on the results? | Communication Studies Assessment Team |

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| **Program-Level Outcome 4 (from question #19)** | Critically analyze messages |
| Assessment Measure | Exit survey and capstone  |
| Assessment Timetable | In the student’s final semester |
| Who is responsible for assessing and reporting on the results? | Communication Studies Assessment Team |

*(Repeat if this new course will support additional program-level outcomes)*

 **Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| --- | --- |
| **Outcome 1** | Critically analyze humorous and satirical messages in sociopolitical contexts,  |
| Which learning activities are responsible for this outcome? | Discussions & Reflection PapersDuring units 1 &2, students will engage in guided small group and full class discussions about specific humorous and satirical artifacts reviewed during or before class. Students will turn in ~6 reflection papers during the first two units. |
| Assessment Measure  | Active participation in discussions and demonstration of understanding by way of brief reflection papers. Reflections papers will be assessed using a basic rubric. |

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| **Outcome 2** | Articulate an understanding of communication theories and principles that relate to humorous communication, |
| Which learning activities are responsible for this outcome? | Midterm: 3-Minute Theory Review. Students will prepare and deliver a 3-minute speech summarizing an academic journal article assigned randomly from a master list. Answer these questions: 1) what is the purpose of the article/research? 2) what theories or methods of analysis were applied? 3) what were the findings/ results/ conclusions? 4) why is this important to the study of communication? |
| Assessment Measure  | Active participation in discussions and demonstration of understanding by way of brief reflection papers. The midterm will be evaluated using a Theory Review Speech Rubric. |

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| Outcome 3 | Demonstrate an ability to craft messages deploying humor and satire as effective persuasive forces.  |
| Which learning activities are responsible for this outcome? | Final Group ProjectGroups will create an audio or video production that utilizes humor to influence public discourse. In their final projects, students will rely heavily on irony, parody, and/or satire as persuasive rhetorical devices.  |
| Assessment Measure  | Active participation in discussions and demonstration of understanding by way of brief reflection papers. The final will be evaluated using a Group Presentation Rubric. |

**Bulletin Changes**

|  |
| --- |
| **Instructions**  |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  |

**Undergraduate Bulletin 2020-2021**

**CURRENT**

**pp. 231-234**

**Major in Communication Studies**

**Bachelor of Arts**

A complete 8-semester degree plan is available [at https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **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. 78)**Students with this major must take the following:***CMAC 1003, Mass Communications in Modern Society**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| COMS 2243, Principles of Argumentation | 3 |
| COMS 2313, Communication Theory | 3 |
| COMS 2373, Introduction to Interpersonal Communication | 3 |
| COMS 3363, Communication Research Methods **OR**COMS 3433, Communication Criticism | 3 |
| COMS 4533, Communication Studies Capstone | 3 |
| **Communication Studies Electives (21 hours required; 18 hours must be upper- level):**STCM 3023, Principles of AdvertisingCOMS 2253, Introduction to Health Communication COMS 3203, Business and Professional Communication COMS 3243, Principles of PersuasionCOMS 3253, Principles of ListeningCOMS 3263, Humor, Communication, and Political DiscourseCOMS 3363, Communication Research Methods*If not taken to satisfy the core requirement* COMS 3373, Gender Communication COMS 3433, Communication Criticism*If not taken to satisfy the core requirement* COMS 4203, Small Group Communication COMS 4243, Interpersonal Communication COMS 4253, Intercultural Communication COMS 4263, Organizational Communication COMS 431V, Special ProblemsCOMS 4323, Communication in Personal Relationships COMS 4373, Conflict ResolutionCOMS 4383, Computer Mediated Communication COMS 4403, Health CommunicationCOMS 4423, Narratives in Health and Healing COMS 4433, Health Communication Campaigns COMS 4503, Internship in Communication Studies STCM 3003, Principles of Public RelationsSTCM 4603, Crisis Communication | 21 |
| **Sub-total** | **36** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **46** |
| **Total Required Hours:** | **120** |

**Major in Communication Studies**

**Bachelor of Arts**

**Emphasis in Interpersonal Communication**

A complete 8-semester degree plan is available [at https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
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| **Sub-total** | **24** |
| **Emphasis Area (Interpersonal Communication):** | **Sem. Hrs.** |
| COMS 4243, Interpersonal Communication | 3 |
| COMS 4323, Communication in Personal Relationships | 3 |
| COMS 4373, Conflict Resolution | 3 |
| COMS 4403, Seminar in Health Communication | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **46** |
| **Total Required Hours:** | **120** |

**Major in Communication Studies**

**Bachelor of Arts**

**Emphasis in Organizational Communication**

A complete 8-semester degree plan is available [at https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **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. 78)**Students with this major must take the following:***CMAC 1003, Mass Communications in Modern Society**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| COMS 2243, Principles of Argumentation | 3 |
| COMS 2313, Communication Theory | 3 |
| COMS 2373, Introduction to Interpersonal Communication | 3 |
| COMS 3363, Communication Research Methods **OR**COMS 3433, Communication Criticism | 3 |
| COMS 4533, Communication Studies Capstone | 3 |
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| **Sub-total** | **24** |
| **Emphasis Area (Organizational Communication):** | **Sem. Hrs.** |
| COMS 3203, Business and Professional Communication | 3 |
| COMS 4203, Small Group Communication | 3 |
| COMS 4263, Organizational Communication | 3 |
| COMS 4443, Leadership and Communication | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **46** |
| **Total Required Hours:** | **120** |

#### Major in Communication Studies

**Bachelor of Arts Emphasis in Public Communication**

A complete 8-semester degree plan is available [at https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **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. 78)**Students with this major must take the following:***CMAC 1003, Mass Communications in Modern Society**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| COMS 2243, Principles of Argumentation | 3 |
| COMS 2313, Communication Theory | 3 |
| COMS 2373, Introduction to Interpersonal Communication | 3 |
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| **Sub-total** | **24** |
| **Emphasis Area (Public Communication):** | **Sem. Hrs.** |
| COMS 3243, Principles of Persuasion | 3 |
| COMS 4253, Intercultural Communication | 3 |
| COMS 431V, Special Problems | 3 |
| STCM 3003, Principles of Public Relations | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **46** |
| **Total Required Hours:** | **120** |

**p. 459**

**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. Fall, Spring, Summer. (ACTS#: SPCH 1003)

**COMS 1211. Intercollegiate Debate** Study and practice of intercollegiate debate. May be repeated for credit. Fall, Spring.

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

**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.

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

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

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

**COMS 3211. Intercollegiate Debate** Study and practice of intercollegiate debate. May be repeated for credit. Fall, Spring.

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

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

**COMS 3263. Humor, Communication, and Political Discourse** Theories, principles, and concepts of humor in communication, with an emphasis on political discourse. Irregular.

**COMS 3363. Communication Research Methods** Study of qualitative and quantitative approaches to communication research. Fall, even.

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

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

**PROPOSED**

**pp. 231-234**

**Major in Communication Studies**

**Bachelor of Arts**

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| **Sub-total** | **36** |
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| **Total Required Hours:** | **120** |

**Major in Communication Studies**

**Bachelor of Arts**

**Emphasis in Interpersonal Communication**

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| **Communication Studies Electives:**STCM 3023, Principles of AdvertisingCOMS 2253, Introduction to Health Communication COMS 3203, Business and Professional Communication COMS 3243, Principles of PersuasionCOMS 3253, Principles of ListeningCOMS 3263, Humor, Communication, and Political DiscourseCOMS 3363, Communication Research Methods*If not taken to satisfy the core requirement* COMS 3373, Gender Communication COMS 3433, Communication Criticism*If not taken to satisfy the core requirement* COMS 4203, Small Group Communication COMS 4243, Interpersonal Communication COMS 4253, Intercultural Communication COMS 4263, Organizational Communication COMS 431V, Special ProblemsCOMS 4323, Communication in Personal Relationships COMS 4373, Conflict ResolutionCOMS 4383, Computer Mediated Communication COMS 4403, Health CommunicationCOMS 4423, Narratives in Health and Healing COMS 4433, Health Communication Campaigns COMS 4503, Internship in Communication Studies STCM 3003, Principles of Public RelationsSTCM 4603, Crisis Communication | 9 |
| **Sub-total** | **24** |
| **Emphasis Area (Interpersonal Communication):** | **Sem. Hrs.** |
| COMS 4243, Interpersonal Communication | 3 |
| COMS 4323, Communication in Personal Relationships | 3 |
| COMS 4373, Conflict Resolution | 3 |
| COMS 4403, Seminar in Health Communication | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **46** |
| **Total Required Hours:** | **120** |

**Major in Communication Studies**

**Bachelor of Arts**

**Emphasis in Organizational Communication**

A complete 8-semester degree plan is available [at https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **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. 78)**Students with this major must take the following:***CMAC 1003, Mass Communications in Modern Society**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| COMS 2243, Principles of Argumentation | 3 |
| COMS 2313, Communication Theory | 3 |
| COMS 2373, Introduction to Interpersonal Communication | 3 |
| COMS 3363, Communication Research Methods **OR**COMS 3433, Communication Criticism | 3 |
| COMS 4533, Communication Studies Capstone | 3 |
| **Communication Studies Electives:**STCM 3023, Principles of AdvertisingCOMS 2253, Introduction to Health Communication COMS 3203, Business and Professional Communication COMS 3243, Principles of PersuasionCOMS 3253, Principles of ListeningCOMS 3263, Humor, Communication, and Political DiscourseCOMS 3363, Communication Research Methods*If not taken to satisfy the core requirement* COMS 3373, Gender Communication COMS 3433, Communication Criticism*If not taken to satisfy the core requirement* COMS 4203, Small Group Communication COMS 4243, Interpersonal Communication COMS 4253, Intercultural Communication COMS 4263, Organizational Communication COMS 431V, Special ProblemsCOMS 4323, Communication in Personal Relationships COMS 4373, Conflict ResolutionCOMS 4383, Computer Mediated Communication COMS 4403, Health CommunicationCOMS 4423, Narratives in Health and Healing COMS 4433, Health Communication Campaigns COMS 4503, Internship in Communication Studies STCM 3003, Principles of Public RelationsSTCM 4603, Crisis Communication | 9 |
| **Sub-total** | **24** |
| **Emphasis Area (Organizational Communication):** | **Sem. Hrs.** |
| COMS 3203, Business and Professional Communication | 3 |
| COMS 4203, Small Group Communication | 3 |
| COMS 4263, Organizational Communication | 3 |
| COMS 4443, Leadership and Communication | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **46** |
| **Total Required Hours:** | **120** |

#### Major in Communication Studies

**Bachelor of Arts Emphasis in Public Communication**

A complete 8-semester degree plan is available [at https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **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. 78)**Students with this major must take the following:***CMAC 1003, Mass Communications in Modern Society**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| COMS 2243, Principles of Argumentation | 3 |
| COMS 2313, Communication Theory | 3 |
| COMS 2373, Introduction to Interpersonal Communication | 3 |
| COMS 3363, Communication Research Methods **OR**COMS 3433, Communication Criticism | 3 |
| COMS 4533, Communication Studies Capstone | 3 |
| **Communication Studies Electives:**STCM 3023, Principles of AdvertisingCOMS 2253, Introduction to Health Communication COMS 3203, Business and Professional Communication COMS 3243, Principles of PersuasionCOMS 3253, Principles of ListeningCOMS 3263, Humor, Communication, and Political DiscourseCOMS 3363, Communication Research Methods*If not taken to satisfy the core requirement* COMS 3373, Gender Communication COMS 3433, Communication Criticism*If not taken to satisfy the core requirement* COMS 4203, Small Group Communication COMS 4243, Interpersonal Communication COMS 4253, Intercultural Communication COMS 4263, Organizational Communication COMS 431V, Special ProblemsCOMS 4323, Communication in Personal Relationships COMS 4373, Conflict ResolutionCOMS 4383, Computer Mediated Communication COMS 4403, Health CommunicationCOMS 4423, Narratives in Health and Healing COMS 4433, Health Communication Campaigns COMS 4503, Internship in Communication Studies STCM 3003, Principles of Public RelationsSTCM 4603, Crisis Communication | 9 |
| **Sub-total** | **24** |
| **Emphasis Area (Public Communication):** | **Sem. Hrs.** |
| COMS 3243, Principles of Persuasion | 3 |
| COMS 4253, Intercultural Communication | 3 |
| COMS 431V, Special Problems | 3 |
| STCM 3003, Principles of Public Relations | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **46** |
| **Total Required Hours:** | **120** |

**p. 459**

**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. Fall, Spring, Summer. (ACTS#: SPCH 1003)

**COMS 1211. Intercollegiate Debate** Study and practice of intercollegiate debate. May be repeated for credit. Fall, Spring.

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

**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.

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

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

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

**COMS 3211. Intercollegiate Debate** Study and practice of intercollegiate debate. May be repeated for credit. Fall, Spring.

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

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

**COMS 3263. Humor, Communication, and Political Discourse** Theories, principles, and concepts of humor in communication, with an emphasis on political discourse. Irregular.

**COMS 3363. Communication Research Methods** Study of qualitative and quantitative approaches to communication research. Fall, even.

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

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