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

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] 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 2/1/2021 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 1/29/2021 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 2/24/2021  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 2/19/2021 **Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 2/25/2021 **College Dean** | Alan Utter 4/2/2021  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

|  |  |
| --- | --- |
| Sarah Mayberry Scott | Scott Anderson |
| sscott@astate.edu | **sanderson@astate.edu** |
| 870-972-3280 | **541-602-8339** |

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

**Fall 2021**

**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\*** |  | **6253** |
| **Title** |  | **Rhetorical Theory and Criticism** |
| **Description\*\*** |  | **Examination of a broad range of rhetorical theories to help students make critical and analytical applications to public 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. **Yes / No** Are there any prerequisites? **No** 
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

**Prerequisites are not required for success in this class, other than admission for graduate studies**.

1. **Yes / No** Is this course restricted to a specific major? **No**
   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.*

**n/a to Graduate courses**

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 Rhetorical Theory and Criticism |
| Week 2 | Nature and Function of Criticism |
| Week 3 | Neo-Aristotelian Method |
| Week 4 | Rhetorical-Critical Perspective |
| Week 5 | Metaphor Theory and Criticism |
| Week 6 | Narrative Paradigm |
| Week 7 | Dramatism and the Pentad |
| Week 8 | Ideological Criticism |
| Week 9 | Feminist Rhetoric |
| Week 10 | Womanist/Black Feminist Rhetoric |
| Week 11 | Disability/Ableist Rhetoric |
| Week 12 | Afro-Centric Style |
| Week 13 | Critical Race Theory |
| Week 14 | Signifying Theory |
| Week 15 | Research Paper Presentations |

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

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

**n/a**

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

**No new resources are required.**

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)

**n/a**

**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)

**Communication Studies, as a field, recognizes three types of scholarly research and methodologies: qualitative, quantitative, and rhetorical. Currently, the M.A. in Communication Studies offers courses in both qualitative and quantitative research. This course would fill a current gap in our course offerings in order to reflect the Communication discipline at large.**   
**Goals:**  
1. **Demonstrate an understanding of the concepts and methods used to analyze arguments rhetorically.**2. **Identify and explain rhetorical theory, the debates within it, and its critical application.**3. **Construct oral and written communication arguments that include a claim with reasons, a logical structure, and that use evidence and research effectively.**

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.

**The M.A. program objectives show that we expect our students to understand, analyze, and apply applicable communication theories and practices to understand, critique, and conduct scholarly research. In order to meet those objectives, our courses need to reflect the theories and methods being used in our discipline. This class will offer graduate students a background in rhetorical theory and an understanding of the ways in which rhetoric can function as a critical methodology. Students will draw on the theories from class to examine and analyze discourse surrounding a variety of contemporary political, social, and cultural problems.**

c. Student population served.

**Communication Studies graduate students, but is open to students across the campus as a graduate elective.**

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

**Graduate course because we currently do not offer a rhetorical theory/method course at the graduate level. The proposed class will help graduate students establish a strong foundation in rhetorical theory, allow them to engage in the practice of rhetorical criticism, and serve to reflect the diverse teaching and research interests of our students, graduate faculty, and discipline at large.**

**Assessment**

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

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

*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 will speak to all three program-level learning outcomes of the M.A. in Communication Studies. The assessment of these program outcomes is done via comprehensive exams or a graduate thesis paper. This course would provide no change to our current assessment process. This course will be included as a potential source of questions for comprehensive exams. Alternatively, this course will provide necessary methodological understandings for students completing master’s thesis in rhetoric.**

1. **Apply theories of communication to problems of today.**
2. **Apply the principles of research to problems and issues in communication.**
3. **Evaluate critically the role of media/communication and their performance in a global, multicultural environment.**
4. 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)** | **Apply theories of communication to problems of today** |
| Assessment Measure | Direct measure - Master’s Thesis: Students may apply the course concepts to develop their thesis proposals and methods related to rhetorical theory and criticism. Indirect measure – Exit Survey |
| Assessment  Timetable | Assessed in the student’s final semester of their graduate program. |
| Who is responsible for assessing and reporting on the results? | Assessing: Student’s Thesis Committee  Reporting: Graduate Coordinator for the M.A. in Communication Studies |
| **Program-Level Outcome 2 (from question #19)** | **Apply the principles of research to problems and issues in communication.** |
| Assessment Measure | Direct measure - Master’s Thesis: Students may apply the course concepts to develop their thesis proposals and methods related to rhetorical theory and criticism. Indirect measure – Exit Survey |
| Assessment  Timetable | Assessed in the student’s final semester of their graduate program. |
| Who is responsible for assessing and reporting on the results? | Assessing: Student’s Thesis Committee  Reporting: Graduate Coordinator for the M.A. in Communication Studies |
| **Program-Level Outcome 1 (from question #19)** | **Evaluate critically the role of media/communication and their performance in a global, multicultural environment** |
| Assessment Measure | Direct measure - Master’s Thesis: Students may apply the course concepts to develop their thesis proposals and methods related to rhetorical theory and criticism. Indirect measure – Exit Survey |
| Assessment  Timetable | Assessed in the student’s final semester of their graduate program. |
| Who is responsible for assessing and reporting on the results? | Assessing: Student’s Thesis Committee  Reporting: Graduate Coordinator for the M.A. in Communication Studies |

*(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?

|  |  |  |
| --- | --- | --- |
| **Outcome 1** | **Demonstrate an understanding of the concepts and methods used to analyze arguments rhetorically.** | |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions | |
| Assessment Measure | Exam, Research Paper | |
| **Outcome 2** | **Identify and explain rhetorical theory, the debates within it, and its critical application.** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Article Presentations, Research Paper |
| **Outcome 3** | **Construct oral and written communication arguments that include a claim with reasons, a logical structure, and that use evidence and research effectively.** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Research Paper |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| --- |
| **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.** |

**Graduate Bulletin 2020-2021, pp. 348-349**

**CURRENT**

#### DEPARTMENT OF COMMUNICATION

**Communication Studies (COMS)**

**COMS 5203. Small Group Communication** Group and conference techniques for classroom, business, and professional situations.

**COMS 5243. Interpersonal Communication** Emphasis on increasing the student’s capacity for openness, sensitivity, and objective appraisal.

**COMS 5253. Intercultural Communication** Identification of barriers, and breakdowns to

communication among cultures.

**COMS 5263. Organizational Communication** Dynamics and theories of communication within

an organization.

**COMS 5293. History and Criticism of American Public Address** Historical background and significance of leading orators in America.

**COMS 5323. 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.

**COMS 5373. Conflict Resolution** The conflict and communication course examines conflict as a communication variable created through interpersonal interaction in dyads, small groups, families, and organizations. Dual listed as COMS 4373.

**COMS 5383. 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 COMS 4383.

**COMS 5403. Seminar in Health Communication** Study of the major cultural, interpersonal, and public communication issues affecting health communication.

**COMS 5423. Narratives in Health and Healing** Explores the social construction of health, illness and healing through the study of narrative. Dual listed as COMS 4423.

**COMS 5433. Health Communication Campaigns** Planning, implementation, and evaluation of health communication campaigns.

**COMS 6103. Communication Theory** Theories, models, and approaches relevant to the study

of human communication.

**COMS 6233. Communication Education** A study of the history and philosophy of the pedagogy

of communication studies, to include both theoretical and applied aspects of the discipline.

**COMS 6243. Seminar in Interpersonal Communication** This course is designed to introduce students to foundational as well as current theory and research in interpersonal communication. Students will examine several interpersonal communication contexts and processes as well as methodologies in interpersonal communication.

**COMS 6253. Rhetorical Theory and Criticism** Examination of a broad range of rhetorical theories to help students make critical and analytical applications to public discourse.

**COMS 6413. Organizational and Intercultural Communication** Course will introduce students to intercultural communication and function of organization communication in the workplace, addressing how effective communication within organizations affects business and how to advance intercultural skills while being aware of different world views.

**COMS 660V. Internship in Communication Studies** Combines relevant work experience with

classroom theory.

**COMS 670V. Thesis**

**COMS 680V. Independent Study**

**PROPOSED**

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