

COMMUNITY COLLEGE OF PHILADELPHIA

Proposed Program Revision

Name of Program	Communication Studies
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I. OVERVIEW

This proposed revision to the Communication Studies Program will serve nine purposes:

1. Remove the existing course, ENGL 114, from the list of required courses.
2. Add ENGL 114, ENGL 122, and ENGL 124 to the list of directed electives.
3. Add a new capstone course, ENGL 214, to the list of required courses.
4. Make ENGL 116 a first semester course and move ENGL 107 and ENGL 117 to the second semester of the program.
5. Remove ENGL 114 as a prerequisite for ENGL 116.
6. Change the prerequisite for ENGL 116 to read “ENGL 101, which may be taken concurrently.”
7. Add ENGL 297H, ENGL 298H, and ENGL 299 to the list of courses that satisfy the Literature Elective.
8. Amend the existing Program Learning Outcomes.
9. Amend the Catalog page for Communication Studies to reflect these changes.

II. DESCRIPTION OF THE PROPOSED REVISION

As a direct result of the program assessment completed between September 2013 and December 2014, faculty who teach courses in the Communication Studies Program agreed to develop a new course that provides significant education in communication theory and to make minor changes to the existing program learning outcomes. Faculty also agreed that the existing English 114 course should be reclassified as a directed elective for the program, as courses added to the program in recent years have made it somewhat redundant for students in the major, and as it usually transfers only as general elective credit.

III. COURSES

To improve the program, faculty recommend the following revisions:

1. Remove ENGL 114, Introduction to Speech Communication, from the list of required courses.

There are two primary reasons English 114 should be removed from the list of required courses:

- The course usually will only transfer as elective credit since the content of the course is below the level of the introductory courses offered at most universities.
 - ENGL 115: Public Speaking and ENGL 116: Interpersonal Communication are more appropriate and are sufficient as introductory courses in the discipline. These are the most common introductory courses in Communication Studies programs throughout the country, and they are both usually accepted for credit as major courses in other Communication Studies programs. ENGL 115 is the Communication course determined by TAOC to transfer to all Pennsylvania public institutions. ENGL 116 is commonly included in general education requirements.
2. Add ENGL 114, ENGL 122, and ENGL 124 to the list of directed electives.

Faculty agreed that for some students, regardless of major, the reinforcement of basic communication skills provided in ENGL 114 warrants that it be retained as a directed elective. Such students may be from various other majors, but recognize they will need excellent communication skills in their chosen field. Majors and non-majors alike might find the course helpful if they have apprehension in one or more communication contexts, as the course provides a wide range of activities and group interaction.

ENGL 122: Writing for Mass Media, and ENGL 124: Introduction to Mass Media Design were created with the Mass Media major, which happened in parallel with the creation of the Communication Studies major. Unfortunately, they were not yet officially approved at the time that the Communication Studies major was finalized. They belong as directed electives for Communication Studies students, though, and should be added in this first program revision.

3. Add the proposed new course, ENGL 214: Communication Theory, to the list of required courses.

Proposed course description for ENGL 214: Provides a strong foundation in the dominant theories and approaches to research in the field of communication studies, with a focus on specific areas including interpersonal communication, group communication, public communication, and mass media. Emphasis is placed on major

communication theories from across the various branches of the field and the associated quantitative and qualitative research methods used to study them.

Rationale: The program revision completed in 2011 succeeded in better defining the program while paralleling national trends in the discipline. With continued focus on ongoing improvement and development of the program, it has become obvious that students will benefit from the addition of a course in communication theory. Virtually all four-year programs in Communication Studies require a theory course, most often recommended as a second-year course with a 200-level designation (La Salle University, 205; Temple University, 2111; West Chester University, 219; Penn State University, 202), so transfer students will benefit from being able to take the course at Community College of Philadelphia. At the same time, as the course provides fundamental frameworks that can inform how one thinks about various communication acts, students who choose to enter careers with the Associate's degree will benefit from having the additional knowledge and perspective provided by the course.

ENGL 214 will greatly enhance student learning in the program by providing a "capstone" course in which they are encouraged to apply established communication theory to the course content they have previously studied, while considering in which direction they wish to continue their study. This course will allow students to achieve a higher level of sophistication in regard to their mastery of the curriculum, as it will provide faculty with a means of assisting students in understanding the relationship between all of the required courses in the Program through the theories that underlie those courses.

4. Make ENGL 116 a first semester course and move ENGL 117 to the second semester of the program

We have determined that ENGL 116 is the best first course for Communication Studies majors as it provides students with the broadest array of concepts and skills related to overall student success, both in and out of the classroom. ENGL 116 also provides students with foundational knowledge and skill development that applies directly to ENGL 117: Group and Team Communication, and ENGL 118: Intercultural Communication, as well as ENGL 115: Public Speaking.

5. Remove ENGL 114 as a prerequisite for ENGL 116.

Since it is proposed to remove ENGL 114 as a required course, it cannot be required as a prerequisite for another required course.

6. Change the prerequisite for ENGL 116 to read "ENGL 101 which may be taken concurrently."

With the removal of ENGL 114 from the list of required courses, ENGL 116 becomes the recommended first course in the sequence, and students should be permitted to take it while completing the ENGL 101 requirement. It is just as feasible for students to take

ENGL 116 while taking ENGL 101 as it is for them to take ENGL 115 concurrently with ENGL 101. A course addendum accompanies this revision.

7. Add ENGL 297H, ENGL 298H and ENGL 299 to the list of courses that satisfy the Literature Elective.

These three courses should have been listed in the existing course document, and this change corrects that mistake.

IV. Program Learning Outcomes.

The current student learning outcomes for the Communication Studies program are listed below.

Upon successful completion of this program, students will be able to:

1. Apply the basic theories and principles of human communication to their lived experience in various contexts.
2. Demonstrate a functional proficiency in oral communication, including one-on-one conversation, small group communication, and public speaking.
3. Demonstrate a functional proficiency in written communication, especially as a mode of interpersonal communication.
4. Demonstrate an understanding of communication ethics, with an ability to communicate in ways that promote dialogue, and demonstrate a basic sense of rhetorical sensitivity toward a diverse audience.
5. Demonstrate an understanding of the value of knowledge of diverse cultures as it applies to communication competence.
6. Recognize and apply multiple perspectives on communication events and situations.
7. Recognize ways that other academic disciplines provide valuable insight into the study of communication.
8. Demonstrate a refined ability to think critically, especially in regard to solving communication problems and in the consumption of various forms of media.
9. Transfer to a broad range of four-year programs in communication, with a strong foundation in communication theory and practice.

The following changes are being proposed:

1. Add a new Program Learning Outcome:

The following Program Learning Outcome is new and should be listed first:

Demonstrate communication competence by recognizing multiple choices in a given communication situation and making choices that lead to achieving specific goals.

This outcome fills a significant gap in the existing list of program learning outcomes in that it identifies the most basic motivating factor in the study of communication. This outcome is critical as a means of encouraging faculty to be united in, and collaborate on, the overall process students complete in the program. As students achieve the other student learning outcomes, they also increase their ability to recognize choices and make appropriate choices.

2. Revise PLO #4 to read “Demonstrate an understanding of *ethical communication*, with an ability to communicate in ways that promote dialogue *within a context of diversity*” The phrase *toward a diverse audience* in the existing PLO is too restrictive to the specific topic of public speaking, and we need to be able to assess this PLO in relation to a wider range of topics.
3. Remove PLO #3: “Demonstrate a functional proficiency in written communication, especially as a mode of interpersonal communication.” This PLO is delivered as part of the General Education requirements of the College.
4. Remove PLO #5: “Demonstrate an understanding of the value of knowledge of diverse cultures as it applies to communication competence.” This outcome is implied in PLOs #1 and #4.
5. Remove PLO #6: “Recognize and apply multiple perspectives on communication events and situations.” This PLO is redundant and the basic concept is included in the other PLOs.
6. Remove PLO #7: “Recognize ways that other academic disciplines provide valuable insight into the study of communication.” Faculty are encouraged to help students understand that the study of communication is rooted in other disciplines, and that communication competence can be helpful in many career fields, but it is not necessary to include as a PLO.
7. Remove PLO #9: “Transfer to a wide range of four-year institutions.” It has been determined that although the ability to transfer to a broad range of four-year programs is ideal, this is not technically a student learning outcome; rather it is a general goal of the program.

V. Amend the Catalog page for Communication Studies.

In addition to the changes proposed above, the course sequence grid should be amended in the following ways:

- Move ENGL 114 from FIRST SEMESTER to the list of Directed Electives
- Move ENGL 117: Group and Team Communication, to SECOND SEMESTER
 - This change is proposed because students clearly benefit from taking ENGL 116 before taking ENGL 117, since the specific skills related to small group communication are more soundly built upon a foundation of the basic skills learned in Interpersonal Communication.
- Move ENGL 116: Interpersonal Communication, to FIRST SEMESTER
 - Interpersonal Communication is the most common and most appropriate first course in the major as it introduces students to the most basic concepts and theory of the discipline while also assisting students in developing basic competency in communication skills that will support their ongoing academic success.
- Move the Social Science requirement (limited to SOC 101, PSYC 101 or ANTH 112) from THIRD SEMESTER to FIRST SEMESTER.
 - This will fill in the slot that ENGL 114 previously occupied.
- Move one General Elective from FOURTH SEMESTER to THIRD SEMESTER.
 - This opens up a spot for ENGL 214 and fills in the slot the Social Science course previously occupied.
- Add ENGL 214: Communication Theory, to FOURTH SEMESTER
 - ENGL 214 will serve as a capstone course for Communication Studies majors and therefore should be the last course they complete.

VI. Current Catalog Page and Curriculum Map:

Communication Studies

Description: The Communication Studies Program leads to the Associate in Arts (A.A.) degree. The Program gives students a concentration in the field of communication studies with a liberal arts foundation. The program is primarily intended for students seeking transfer to a four-year institution, although some graduates may plan on immediately entering the work force as communications professionals.

Surveys of employers conducted by the National Association of Colleges and Employers (NACE) and the new federal report *21st Century Skills for 21st Century Jobs* both stress the importance of interpersonal and professional communication competence as critical to success in virtually all fields.

Student Learning Outcomes:

Upon completion of this program graduates will be able to:

- Apply the basic theories and principles of human communication to their lived experience in various contexts.
- Demonstrate a functional proficiency in oral communication, including one-on-one conversation, small group communication, and public speaking.
- Demonstrate a functional proficiency in written communication, especially as a mode of interpersonal communication.
- Demonstrate an understanding of communication ethics, with an ability to communicate in ways that promote dialogue, and demonstrate a basic sense of rhetorical sensitivity toward a diverse audience.
- Demonstrate an understanding of the value of knowledge of diverse cultures as it applies to communication competence.
- Recognize and apply multiple perspectives on communication events and situations.
- Recognize ways that other academic disciplines provide valuable insight into the study of communication.
- Demonstrate a refined ability to think critically, especially in regard to solving communication problems and in the consumption of various forms of media.
- Transfer to a broad range of four-year programs in communication, with a strong foundation in communication theory and practice.

Program Entry Requirements: The program is open to interested students. New students are normally required to take the College's placement tests at their time of entry. Students who are identified as needing developmental course work must complete satisfactorily the appropriate English and mathematics courses as a part of their degree program.

Program Of Study and Graduation Requirements: A minimum of 61 credits and a grade point average of 2.0 ("C" average) are required for graduation.

Communication Studies Course Sequence (current)

Course Number and Name	Prerequisites and Corequisites	Credits	Gen Ed Req.
First Semester			
ENGL 101 - English Composition I		3	ENGL 101
FNMT 118 - Intermediate Algebra ¹		3	Math
CIS 103 - Applied Computer Technology		3	Tech Comp
ENGL 114 - Introduction to Speech Communication	ENGL 101 which may be taken concurrently	3	
ENGL 117 - Group and Team Communication	ENGL 101 which may be taken concurrently	3	
Second Semester			
ENGL 102 - The Research Paper	ENGL 101 with a grade of "C" or better	3	ENGL 102 and Info Lit
Science Elective-Lab		4	Natural Science
ENGL 107 - Society and Mass Communications	ENGL 101 which may be taken concurrently	3	
ENGL 115 - Public Speaking	ENGL 101 which may be taken concurrently	3	
ENGL 116 - Interpersonal Communication	ENGL 101 or ENGL 114	3	

Third Semester			
ENGL 118 - Intercultural Communication	ENGL 101 which may be taken concurrentl y	3	
SOC 101 - Introduction to Sociology or PSYC 101 - Introduction to Psychology or ANTH 112 - Cultural Anthropology		3	Social Science
Directed Elective - Choose One ² ANTH 112 - Cultural Anthropology ANTH 202 - Gender Roles in Cross Cultural Perspective BHHS 105 - Introduction to Group Dynamics ENGL 120 - Voice and Articulation ENGL 131 - Acting I ENGL 132 - Acting II ENGL 137 - Introduction to Theater Any 200 level ENGL course LEAD 104 - Introduction to Leadership Studies MNGT 121 - Introduction to Business MNGT 141 - Principles of Management PHIL 111 - Critical Thinking PSYC 101 - Introduction to Psychology PSYC 110 - Descriptive Research Methods in Psychology PSYC 221 - Social Psychology SOC 101 - Introduction to Sociology SOC 212 - Sociology of Marriage and Family SOC 231 - Social Problems SOC 233 - The Sociology of Ethnic and Minority Group Relations WS 101 - Introduction to Women's Studies		3	
Humanities Elective ²		3	Humaniti es
Literature Elective - Choose from: ENGL 190, 211, 212, 221, 222, 230, 232, 241, 245, 246, 250, 251, 256, 260, 265		3	
Fourth Semester			
General Elective ²		3	
General Elective ²		3	
General Elective ²		3	
Directed Elective - Choose one from list above ²			
Directed Elective - Choose one from list above ²			
Minimum Credits Needed to Graduate: 61			

General Education Requirements: All General Education requirements are met through required courses (as indicated above) except for the **Writing Intensive** requirement, the **Interpretive Studies** requirement and the **American/Global Diversity** requirement. Therefore, in order to graduate, students in this program must choose one course that is designated **Writing Intensive**, one course that is designated Interpretive Studies, and one course that is designated **American/Global Diversity**. The same course may be used to fulfill more than one requirement. View the courses that fulfill all [degree requirements](#) and receive a more detailed explanation of the College's general education requirements to help in your selection.

¹For appropriate transfer credit, math courses should be chosen in consultation with an advisor.

²General electives and directed electives should be chosen in consultation with an advisor based on student's academic and career goals, as well as specific requirements of transfer institutions.

For More Information Contact: The Division of Liberal Studies, Room BR-21, 1700 Spring Garden Street, Philadelphia, PA 19130, Telephone (215) 751-8450; or the College Information Center (215) 751-8010.

VII. **Proposed Revisions to Catalog Page**

Communication Studies

Description: The Communication Studies program leads to the Associate in Arts (A.A.) degree. The Program gives students a concentration in the field of communication studies with a liberal arts foundation. The program is primarily intended for students seeking transfer to a four-year institution, although some graduates may plan on immediately entering the work force as communications professionals.

Surveys of employers conducted by the National Association of Colleges and Employers (NACE) and the new federal report, *21st Century Skills for 21st Century Jobs*, both stress the importance of interpersonal and professional communication competence as critical to success in virtually all fields.

Student Learning Outcomes:

Upon completion of this program graduates will be able to:

- Demonstrate communication competence by recognizing multiple choices in a given communication situation and making choices that lead to achieving specific goals.
- Apply the basic theories and principles of human communication to their lived experience in various contexts.
- Demonstrate a functional proficiency in oral communication, including one-on-one conversation, small group communication, and public speaking.
- Demonstrate an understanding of ethical communication, with an ability to communicate in ways that promote dialogue within a context of diversity.
- Demonstrate a refined ability to think critically, especially in regard to solving communication problems and in the consumption of various forms of media.

Program Entry Requirements: The program is open to interested students. New students are normally required to take the College's placement tests at their time of entry. Students who are identified as needing developmental course work must complete satisfactorily the appropriate English and mathematics courses as a part of their degree program.

Program of Study and Graduation Requirements: A minimum of 61 credits and a grade point average of 2.0 ("C" average) are required for graduation.

Communication Studies Course Sequence (**proposed**)

Course Number and Name	Prerequisites and Corequisites	Credits	Gen Ed Req.
First Semester			

ENGL 101 - English Composition I		3	ENGL 101
FNMT 118 - Intermediate Algebra ¹		3	Math
CIS 103 - Applied Computer Technology		3	Tech Comp
SOC 101 - Introduction to Sociology or PSYC 101 - Introduction to Psychology or ANTH 112 - Cultural Anthropology		3	Social Science
ENGL 116 - Interpersonal Communication	ENGL 101 , which may be taken concurrent- ly	3	
Second Semester			
ENGL 102 - The Research Paper	ENGL 101 , with a grade of "C" or better	3	ENGL 102 and Info Lit
Science Elective-Lab		4	Natural Science
ENGL 107 - Society and Mass Communications	ENGL 101 , which may be taken concurrent- ly	3	Writing Intensive
ENGL 115 - Public Speaking	ENGL 101 , which may be taken concurrent- ly	3	
ENGL 117 - Group and Team Communication	ENGL 101 , which may be taken concurrent- ly	3	
Third Semester			

ENGL 118 - Intercultural Communication		3	American/Global Diversity
General Elective ²		3	
Directed Elective - Choose One ²			
<p>Social Science:</p> <p>ANTH 112 - Cultural Anthropology ANTH 202 - Gender Roles in Cross Cultural Perspective PSYC 101 - Introduction to Psychology PSYC 110 - Descriptive Research Methods in Psychology PSYC 221 - Social Psychology SOC 101 - Introduction to Sociology SOC 212 - Sociology of Marriage and Family SOC 231 - Social Problems SOC 233 - The Sociology of Ethnic and Minority Group Relations WS 101 - Introduction to Women's Studies</p> <p>Communication/Theater/Mass Media/English:</p> <p>ENGL 114 - Introduction to Speech Communication ENGL 120 - Voice and Articulation ENGL 122 - Writing for Mass Media ENGL 124 - Introduction to Mass Media Design ENGL 131 - Acting I ENGL 132 - Acting II ENGL 137 - Introduction to Theater Any 200 level ENGL course</p> <p>Management and Leadership:</p> <p>BHHS 105 - Introduction to Group Dynamics LEAD 104 - Introduction to Leadership Studies MNGT 121 - Introduction to Business MNGT 141 - Principles of Management PHIL 111 - Critical Thinking</p>		3	
Humanities Elective ²		3	Humanities
Literature Elective - Choose from: ENGL 190 , 211 , 212 , 221 , 222 , 230 , 232 , 241 , 245 , 246 , 250 , 251 , 256 , 260 , 265 , 297H , 298H , 299		3	
Fourth Semester			
ENGL 214 - Communication Theory	ENGL 115 with a "C"	3	

	grade or higher and ENGL 107 or ENGL 116 with a "C" grade or higher		
General Elective ²		3	
General Elective ²		3	
Directed Elective - Choose one from list above ²		3	
Directed Elective - Choose one from list above ²		3	
Minimum Credits Needed to Graduate: 61			

General Education Requirements: All General Education requirements are met through required courses (as indicated above) except for the **Interpretive Studies** requirement. Therefore, in order to graduate, students in this program must choose one course that is designated **Interpretive Studies**. The same course may be used to fulfill more than one requirement. View the courses that fulfill all [degree requirements](#) and receive a more detailed explanation of the College's general education requirements to help in your selection.

¹For appropriate transfer credit, math courses should be chosen in consultation with an advisor.

²General electives and directed electives should be chosen in consultation with an advisor based on student's academic and career goals, as well as specific requirements of transfer institutions.

For More Information Contact: The Division of Liberal Studies, Room BR-21, 1700 Spring Garden Street, Philadelphia, PA 19130, Telephone (215) 751-8450; or the College Information Center (215) 751-8010.

VIII. Curriculum Map (current and proposed)

Communication Studies Curriculum Map (Current)

Key: "I"=Introduced; "R"=reinforced and opportunity to practice; "M"=mastery at the senior or exit level; "A"=assessment evidence collected

Courses	Intended Student Learning Outcomes			
				Demonstrate an understanding of communication ethics, with an ability to communicate in ways that promote dialogue, and demonstrate a basic sense of rhetorical sensitivity toward a diverse audience.
	Apply the basic theories and principles of human communication to their lived experience in various contexts.	Demonstrate a functional proficiency in oral communication, including one-on-one conversation, small group communication, and public speaking.	Demonstrate a functional proficiency in written communication, especially as a mode of interpersonal communication.	
ENGL 107 - Society and Mass Media	I, R			I, R
ENGL 114 - Intro to Speech Comm	I, A	I, A	R, A	I
ENGL 115 - Public Speaking	I, R, A	I, R, A	R, A	I, R, A
ENGL 116 - Interpersonal Comm	I, R, A	I, R, A	R, A	I, R
ENGL 117 - Group and Team Communication	I, R, A	I, R, A		I, R
ENGL 118 - Intercultural Comm	I, R, A	I, R, A	R, A	I, R, A

Courses	Intended Student Learning Outcomes				
	Demonstrate an understanding of the value of knowledge of diverse cultures as it applies to communication competence.	Recognize and apply multiple perspectives on communication events and situations.	Recognize ways that other academic disciplines provide valuable insight into the study of communication.	Demonstrate a refined ability to think critically, especially in regard to solving communication problems and in the consumption of various forms of media.	Transfer to a broad range of four-year programs in communication, with a strong foundation in communication theory and practice.
ENGL 107 - Society and Mass Media		I, R		I, R, A	I, R
ENGL 114 - Intro to Speech Comm	I	I, A	I, A	I, R, A	I
ENGL 115 - Public Speaking		I, R	I, R	R	I, R
ENGL 116 - Interpersonal Comm	I, R	I, R	I, R	I	I, R
ENGL 117 - Group and Team Communication	I, R	I, R	I, R		I, R
ENGL 118 - Intercultural Comm	I, R, M, A	I, R, A	I, R	I, R	I, R

With the exception of Learning Outcome #3 (which was introduced in Engl 101), any outcome addressed by a given course is designated as "Introduced," since none of the courses in this program require prerequisites.

Communication Studies Curriculum Map (proposed)

Key: **I** – Introduced **R**—Reinforced and opportunity to practice **M**—Mastery at exit level
A—Assessment evidence collected

Required Courses	Programmatic Student Learning Outcomes				
	Demonstrate communication competence by recognizing multiple choices in a given communication situation and making choices that lead to achieving specific goals.	Apply the basic theories and principles of human communication to their lived experience in various contexts.	Demonstrate a functional proficiency in oral communication, including one-on-one conversation, small group communication, and public speaking.	Demonstrate an understanding of ethical communication, with an ability to communicate in ways that promote dialogue within a context of diversity.	Demonstrate a refined ability to think critically, especially in regard to solving communication problems and in the consumption of various forms of media.
ENGL 116: Interpersonal Communication	I, R, A	I, R, A	I, R, A	I, R	I
ENGL 107: Society and Mass Communication	I, R	I, R, A		I, R	I, R, A
ENGL 115: Public Speaking	I, R, A	I, R, A	I, R, A	I, R, A	I, R
ENGL 117: Group and Team Communication	I, R, A	I, R, A	I, R, A	I, R	I, R
ENGL 118: Intercultural Communication	I, R, A	I, R, A	I, R, A	I, R, M, A	I, R
ENGL 214: Communication Theory	R, A	R, M, A	R	R	R, M, A

Appendix A – Assessment Plan for proposed new PLO

Student Learning Outcome:

Demonstrate communication competence by recognizing multiple choices in a given communication situation and making choices that lead to achieving specific goals.

Assessment Plan:

Throughout the Communication Studies Curriculum, students should be presented with multiple opportunities to learn about the process of developing increased communication competence and to demonstrate mastery of the above outcome. The following are specific examples of activities, assignments and projects that may be linked to this outcome:

- Small group projects
- Group presentations
- Role playing sessions
- Skill development and practice sessions (i.e. listening, interviewing, conflict management)
- Essays or research papers that include analysis of lived experience

In order for such activities, assignments and projects to provide specific instruction to the above outcome, they should include a component that requires students to reflect on, describe, and analyze how their communication behavior (choices) led to a specific outcome. Adding this component teaches students to become more aware of the fact that the development of communication competence is a process that involves learning from both success and failure, and that the addition of concepts and language from the major courses helps accelerate the process.

In order to assess our overall achievement of the PLO we will randomly select samples of student work and compare grades earned to an established benchmark.