TO: The Academic Senate
FROM: Committee on Instruction and Curriculum (CIC)
SUBJECT: 16-17 CIC 26: Revision request for Master of Arts in Communication
PURPOSE: Information to the Academic Senate
ACTION REQUESTED: That the Senate accept the information that the revision request for Master of Arts in Communication has been approved by CIC.

BACKGROUND INFORMATION:
The Senate process for approving transformed degree programs for the semester calendar is defined by 14-15 CIC 36. The Graduate Programs Subcommittee of CIC discussed the Master of Arts in Communication at its October 12 meeting. It was approved by the subcommittee unanimously with the acknowledgement that some non-substantive changes may occur in the Catalog copy. The proposal may be viewed within Curriculog; the summary is attached as a PDF document per ExCom’s request.
Communication, M.A.

1. Semester Conversion Request for Approval of Revision of the Graduate Degree Program/Major

General Catalog Information

Select Shared Core unless otherwise instructed by APGS

Select SHARED CORE*  Program

Year: Fall 2018

Catalog: 2018-2019

Notes: If you want to move an existing degree program to online (i.e. 50% or more of the program can be completed online (a hybris course counts as .50 online), elevate an option to a degree, or change the degree type, please e-mail Donna Wiley, Interim Associate Vice President, Academic Programs and Graduate Studies; and copy Sarah Aubert, Catalog and Curriculum Specialist, Academic Programs and Graduate Studies; for additional instructions as soon as possible.

Department:*  Department of Communication

Full and exact title of Major including degree earned:*  Communication, M.A.

Has your program received transformation funding?  Yes  No

If the program received transformation funding, please summarize the transformative changes made:
We have streamlined three options in the existing graduate program into a single, flexible student-centered M.A. program with an expanded core (13 semester units). The new M.A., created collaboratively by tenure-track faculty in the department, maintains the foundational requirements of communication studies as indicated by the National Communication Association, the key national professional body in the field/discipline. At the same time it allows students greater freedom to focus on their own interests within the expertise of the faculty. The faculty have added two specialized methods/analysis courses for students to choose from in the core (Critical Cultural Methods and Contemporary Rhetoric) to reflect the emphasis on critical and rhetorical approaches in the transformed M.A. degree. We have created an advanced rhetorical studies course as well. We deleted numerous courses that are outdated or that no longer reflect contemporary topics or approaches in the field. We have created a strong emphasis on critical study of mediatized forms of communication as it reflects a cutting edge in Communication Studies. These include Digital Organizational Communication, Moral Economies of Digital Media, Identity and Difference in Media, and Future of Media and Society. We have provided transformed syllabus documents for new courses and for several topics courses (attached) in order to demonstrate the kind of flexibility that we envision for this streamlined student-centered degree. We have also dual-listed a variety of courses, particularly the new digital media courses, to give our top undergraduate students access to the research in these transformed courses. Our aim is to offer a focused, streamlined curriculum that speaks to the needs of our diverse student population comprised of working professionals and academic-track grad students, and to emphasize the areas of expertise within our department.
Program Description

The Master of Arts degree in Communication is a dynamic, flexible program in the heart of the Bay Area. As a student, you will join an energetic community of active scholars engaged in a wide range of research interests. You will learn foundational approaches to theory, criticism, research, and ethics in communication that prepare students for the public and professional spheres, on local, national, and international levels. As a student you will construct a program of interest to you, with a solid foundation in communication theory and research. Your experience will include specialized seminars from a variety of areas including: rhetoric, cultural studies, organizational communication, media studies, strategic communication and political communication. The program consists of 31 units including: core courses, graduate elective seminars, and independent study courses. The culminating experience is a thesis, project, or comprehensive exam.

Program Learning Outcomes:

Engage critical/creative thinking toward a convergent praxis of theory and applications relevant to the communication discipline/field;
Conduct original research adding to the discovery of knowledge in the communication discipline/field;
Demonstrate results of original research in the communication discipline/field through presentation in written, oral, or mediated formats;
Develop critical and cultural perspectives for promoting social justice through communication.
Demonstrate mastery in the scholarly discipline/field of communication.

Career Opportunities: Our program prepares you for advancement in communication and media-related fields. Students with an M.A. in Communication work in areas such as teaching, media technologies, journalism, consulting, human resources, communication training, management, sales, government, and politics. Numerous students use the degree as preparation for Ph.D. and law degrees.

Admission Requirements:

A Bachelor’s degree in Communication or a related field/discipline. A GPA of 3.0 or higher.

Application for admission includes two parts:

Submit the university application form, with fee, to the Admissions Office, Student Services and Administration Building, Cal State East Bay, Hayward, CA 94542;
Submit the department application form, a statement of purpose, three letters of recommendation, and a sample of
For CSUEB Communication undergraduates we offer a streamlined application process that requires only one letter of recommendation from a current CSUEB faculty member.

The program accepts students in both Fall and Spring semesters.

Student Standing and Progress Toward the Degree:

1. You may be admitted under one of the following:

“Classified Graduate” Standing

For admission with “Classified Graduate” standing to the M.A. program in Communication, students must:

- Submit an application to pursue a specific program of graduate study and be accepted by the department and the university;
- Have completed a baccalaureate major in Communication from an accredited institution, or appropriate preparatory coursework approved by the faculty;
- Have maintained an overall grade point average of at least 3.00, and
- Satisfied the University Writing Skills Requirement.

“Conditionally Classified Graduate” Standing

If a student’s degree is in another field, or if the University Writing Skills Requirement has not been satisfied, it may be possible to be admitted with “Conditionally Classified Graduate” standing. In this case, students are admitted graduate students but may have additional course work to satisfy. Student status will remain conditional until the work is completed with a minimum of “B” or better average and the student has passed the Writing Skills Test.

Degree Requirements

The M.A. in Communication requires completion of 31 units in an approved program of study, with a “B” (3.0) or better.

All courses are four units unless otherwise specified. In cases of transferred credit, a minimum of 24 units must be completed at CSU East Bay.

Writing Skills Requirement

All students must meet the University Writing Skills Requirement (UWSR) to become fully "Classified Graduate" students. Graduate students must
Attainment of “Classified Graduate” Standing

To attain “Classified Graduate” standing, a student must have completed all prerequisites with grades of “B” or better and satisfied the University Writing Skills Requirement. Notify the graduate advisor immediately upon completion, and request that s(he) complete the necessary paperwork.

Advancement to Candidacy

To be Advanced to Candidacy for the M.A. degree in Communication, the student must:

- be a “Classified Graduate” student in good standing;
- complete 27 semester units beyond the prerequisites with at least “B” grades;
- choose a program advisor;
- submit a study plan for completion of the degree program to the program advisor;
- have the thesis proposal or project proposal approved by their graduate advisor, if applicable;
- show evidence of progress and ability to complete the program.

Major Requirements

Core Requirements (13 units)

All students must take the following courses:

COMM 600 Introduction to Graduate Study
COMM 601 Theories in Communication
COMM 602 Critical Cultural Methods
COMM 605 Contemporary Rhetoric

Students must take either COMM 602 Critical Cultural Methods or COMM 605 Contemporary Rhetoric to fulfill the core requirement

COMM 603 Advanced Quantitative Research Methods
COMM 604 Advanced Qualitative Research Methods

Student must take either COMM 603 Advanced Quantitative Research Methods or COMM 604 Advanced Qualitative Methods to fulfill the core requirement.
**Electives (12-16 units)**

All students must take at least 12 units from the following 4-unit courses:

- COMM 610 Topics in Communication
- COMM 620 Internship in Communication
- COMM 625 Teaching Communication
- COMM 630 Media Studies
- COMM 640 Advanced Rhetorical Studies
- COMM 645 Globalization and Media
- COMM 655 Communication, Media, and Society
- COMM 665 Identity & Difference in Media
- COMM 670 Communication Campaigns
- COMM 675 Digital Organizational Communication
- COMM 680 Moral Economies of Digital Media
- COMM 685 Future of Media and Society
- COMM 590 Independent Study

Up to 8 units of 400-level Communication courses may count as electives with Department approval.

Up to 8 units of graduate courses outside the department may count as electives with Department approval.

Up to 8 units of Independent Study may be taken (by advisor approval) which may also count towards your degree. No more than two Independent Study units may be taken as mentee or intern credit.

**Capstone (2-6 units)**

All students must complete one of the following Capstone experiences:

**Comprehensive Examination**

COMM 692 - Comprehensive Exam (2 Units)

- Comprehensive Examination: A student may elect a program made up entirely of a minimum of 31 units of approved coursework, including COMM 692 Comprehensive Examination.

Satisfactory achievement on comprehensive written and oral examinations will be required of students electing the coursework and examination option. For the comprehensive examination, the student will be tested on all coursework taken during their graduate
study, including all required courses and any coursework in progress during the quarter of examination.

**Project**

COMM 693 - Project (6 units): Upon approval of his/her graduate committee, a student may elect the Project option (6 units); enrollment commits the student to a production of a piece of work which is to follow prescribed forms; a permanent record is to be filed in the departmental office.

Students electing the Project option (6 units) will sit for an oral defense of their project at its completion.

**University Thesis**

COMM 699 - University Thesis (6 units): Upon approval of his/her graduate committee, a student may elect the University Thesis; s/he will carry out research on a specific topic in the field and will report, review, and file the results; s/he will be examined on the thesis.

Students electing the University Thesis option (6 units) will sit for an oral defense of the thesis at its completion.

To revise an existing concentration (formerly option) or create a new concentration, select form 1a. *Semester Conversion Request for Approval of New or Revised Graduate Concentration.*

### Total Units Required

<table>
<thead>
<tr>
<th>Quarter Based Program:</th>
<th>45</th>
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<tbody>
<tr>
<td>Semester Based Program:</td>
<td>31</td>
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Any additional major
Some electives are dual listed and are open to upper-division undergraduates with instructor approval.

Is this major approved as an online degree program?*  
☐ Yes ☐ No

If no, is there any pathway in the revised degree that is more than 50% online?  
☐ Yes ☐ No

Resource implications of the proposed revision, if any:  
Neutral

Relationship of Revised Program to requirements for teaching credentials, accreditation, and/or licensing, if any:  
N/A

Consultation with other affected departments and programs:

The following department(s) has (have) been consulted and
raised no objections: N.A

The following department(s) has (have) been consulted and raised concerns:

N/A

Attachments

Did you attach your Curriculum Maps, Five Year Assessment Plan or other supporting documents to this proposal?* Yes No

Please scroll to the top of this form and select the Files icon to attach the following documents to your proposal:

- Master's Degree Roadmap
- Curriculum Map 1 - PLOs to Courses
- Curriculum Map 2 - PLOs to ILOs
- Five Year Assessment Plan

Catalog Item Types

Degree Type* Master of Arts

Program Type* Master
Attachments for Communication, M.A.

**Comm-Grad-Five Year Plan.docx** (uploaded by Kate Bell, 2/6/2016 2:16 pm)

**Curriculum Map 2 PLO to ILO Alignment.docx** (uploaded by Kate Bell, 2/6/2016 2:18 pm)

**Comm-Grad-Curriculum Map 1 PLO Assessment.docx** (uploaded by Kate Bell, 2/6/2016 2:18 pm)

**comm-ma-assessment-checklist.docx** (uploaded by Elizabeth Graw, 2/26/2016 4:16 pm)

**mast-degree-roadmap-31 units.xlsx** (uploaded by Sarah Aubert, 10/12/2016 7:38 am)