TO: Academic Senate
FROM: Committee on Instruction and Curriculum
SUBJECT: Change in the Name of the B.A. Degree in Mass Communication to the B.A. Degree in Communication; Discontinuance of the B.A. in Speech Communication; and Appending of the Options in Interpersonal Communication, Organizational Communication/Public Relations, and Public Communication to the New B.A. in Communication
PURPOSE: For Action by the Academic Senate
ACTION REQUESTED: Approval by the Senate to the Change in the Name of the B.A. Degree in Mass Communication to the B.A. Degree in Communication; Discontinuance of the B.A. in Speech Communication; and Appending of the Options in Interpersonal Communication, Organizational Communication/Public Relations, and Public Communication to the New B.A. in Communication; Effective Fall Quarter, 2005.

BACKGROUND INFORMATION: In Fall 2003, the Departments of Mass Communication and Speech Communication merged, creating a new Department of Communication. The effect of approving these documents will be to merge the two majors in Mass Communication and Speech Communication, without significantly changing either major. The merger is justified by the overlapping body of theory for all communication, as well as by the increasing convergence of media and modes (oral, written, visual) of communication—a convergence brought on by technological changes, in particular the World Wide Web. The faculty members of the new department were able to agree on a common core of courses for the new major. The three Speech Communication Options will simply be added to the six Mass Communication Options.

The change has been approved by the ALSS College Curriculum Committee and by the Committee on Instruction and Curriculum at its meeting of May 10, 2004 by a vote of 9-0-0.

Attachments