University of North Carolina at Charlotte

New “Graduate Course Proposal from the Department of Communication Studies”

Establishment of a Graduate Course in Communication Studies, COMM 6102 Professional Seminar in Communication

A. Proposal Summary and Catalog Copy

1. **Summary**
   The Communication Studies Graduate Program proposes to add a graduate level class “Professional Seminar in Communication.” The class will be a required course in the M.A. in Communication Studies Program.

   2. **Proposed Catalog Copy**
      **COMM 6102. Professional Seminar in Communication (3G).**
      Examination of the academic study of communication. The course investigates the role of paradigms and use of the scholarly method. Students develop a scholarly project through a seminar approach. *(Fall).*

B. Justification

1. This will be a required course in the M.A. in Communication program. Discussion and research of the scholarly method as applied to the study of communication will strengthen graduates of the program by introducing them to the academic perspectives and practices of the discipline. This course will better prepare students for their work in contemporaneous and subsequent content-specific courses in the program.

2. No prerequisites. Graduate Standing.

3. Students earning an M.A. degree in Communication should have a strong academic foundation that will lead to disciplinary mastery. This course will better prepare Communication Studies graduate students for advanced graduate work or practice in their respective fields.

4. The proposed course will improve the scope and quality of the offerings in the Communication Studies M.A. program by providing students with a comprehensive understanding of the discipline and its scholarly practices. Such understanding will maximize students’ learning in their content-specific courses and capstone experience. The course proposed is of interest to Communication Studies students representing all specializations in the field. Additionally, this curriculum change aligns our graduate program more competitively with our aspirant, as well as peer, programs.
5. By adding this course, we are aligning our curriculum to reflect courses in the broader communication studies discipline.

C. Impact

1. The proposed course will regularly serve graduate students enrolled in the M.A. in Communication Studies program. It will be a required course in that curriculum.

2. The course will be offered yearly.

3. It will minimally affect the content or frequency of other course offerings by occasionally reducing the number of graduate elective courses the program is able to offer. That effect is offset by the increased number of required course offerings in the program, including the course proposed here.

4. This proposal will increase the number of required course currently offered for the M.A. in Communication Studies.
   a. We anticipate 15-17 students to be enrolled per section.
   b. It will have a minimal effect on the enrollment of other courses.
   c. The course has not been taught as a topics course.
   d. The course will be a required course for students enrolled in the M.A. in Communication and an elective course for the Graduate Certificate Program in Communication Studies. Other areas of catalog copy are not affected.

D. Resources Required to Support Proposal

1. Personnel
   a. No new faculty positions are needed.
   b. Dr. Jonathan Crane, Dr. Christine Davis, Dr. Alan Freitag, Dr. Heather Gallardo, Dr. Daniel Grano, Dr. Min Jiang, Dr. Richard Leeman, Dr. Shawn Long, and Dr. Clifton Scott.

2. Physical Facility.

   The current facility is adequate for the proposed curriculum.

3. Equipment and Supplies.

   Current equipment and supplies are adequate for the proposed curriculum.
   Current computer resources are adequate for the proposed curriculum.

5. Audio-Visual.
   Current audio-visual resources are adequate for the proposed curriculum.

6. Other resources.
   No additional resources are required.

E. Consultation with the Library and Other Departments or Units
   1. Library Consultation
      Initiation of Library Consultation: 4/2/2008

   2. Consultation with other departments or units: Other departments or units are not directly affected by the proposal.

F. Initiation and consideration of the proposal
   1. Originating Unit: Communication Studies
      1. In a graduate faculty meeting on December 6, 2007 the Department of Communication Studies graduate faculty endorsed this proposal.

   2. Other considering units.
      1. None

   3. Council on General Education
      1. Not applicable.

G. Attachments
   Appendix A: Library Consultation
   Appendix B: Sample Syllabus
To: Richard Leeman, Department of Communication Studies
From: Judith Van Noate, Humanities Librarian
Date: April 2, 2008
Re: COMM 6102

Date of initiation of consultation with Library Reference Personnel: February 2, 2008

Proposal No: ____________COMM 12-10-07b

Request to add new Graduate course: COMM 6102: Professional Seminar in Communication
Course proposal attached

SUMMARY OF REFERENCE LIBRARIAN’S EVALUATION OF HOLDINGS:

Evaluator: ____Judith Van Noate____ Date: __April 2, 2008

Check one:

1. Holdings are superior. _____________________

2. Holdings are adequate. _______XXX________

3. Holdings are adequate only if department purchases additional holdings. _____________________

4. Holdings are inadequate.   _____________________

Comments: This course has been not been taught as a topics course. Students will use required texts for this course as well as some materials which will be placed on Library reserve. Because the course is research and writing intensive, it will require significant use of library databases. The library provides access to a number of full-text (and partial full-text) relevant databases: Communication and Mass Media Complete, Academic Search Premier, Business Search Premier, Philosopher’s Index, Project Muse, Science Direct, Blackwell, Sage, Kluwer, JSTOR, Springer, Emerald. The library also has significant monographic holdings in the general area of communication studies. Overall, the library holdings are adequate.
COMM 6102 Professional Seminar in Communication  
Syllabus

Instructor: Dr. Richard Leeman  
Office: Colvard 5058  
Phone: 704-687-2086  
Email: rwleeman@uncc.edu

Texts:  Omar Swartz, Communication Scholarship and Social Change  
       Edwin Black, Rhetorical Criticism: A Study in Method  
       Other readings on reserve

Purpose of the Course: To introduce the student to the scholarly study of communication. Such scholarship is comprised of two endeavors: the process of reading and researching the scholarship of others, and the generation of one’s own scholarship. Each enterprise is separate but related. In this course we will investigate the process of finding, reading and critically analyzing the relevant works of others. We will also investigate the process of formulating a research question and the method by which one seeks to answer a research question in a scholarly fashion.

Assignments
Research question paper  10%  
Literature Review  15%  
Methodology paper  10%  
Seminar paper draft  25%  
Final paper  30%  
Discussion Participation  10%

Attendance: This class will be conducted as a seminar. Your presence and contribution will be essential to successful completion of the course.

Academic Integrity: Honoring the UNCC Code of Student Academic Integrity: Students have the responsibility to know and observe the requirements of The UNCC Code of Student Academic Integrity. This code forbids cheating, fabrication, falsification of information, multiple submission of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permissions regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type; and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reductions of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Student's Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.
Week 1, August 26th
Introduction to Course
The Scholarly Enterprise, Symbolic Interaction
Readings

Week 2, September 2
Communication Research: Purpose
Readings:

Week 3, September 9
Research Question Paper Due
Discussion of Research Questions
Conducting a review of the Literature

Week 4, September 16
Paradigms, Purpose and Communication Scholarship
Also: Styles: APA, Chicago, MLA
Academic Integrity
Reading

Week 5, September 23
Paradigms, Purpose & Communication Scholarship (con.t)
Readings
Davis, C. S. Competing narratives: How peer leaders use narrative to facilitate change in community mental health groups. *Small Group Research: An International Journal of Theory, Investigation, and Application*

**Week 6, September 30**
**Review of Literature Papers Due**
Discussion: Reviews of Literature

**Week 7, October 7**
Validating Scholarly Claims in Communication:: Methodologies
Readings:

**October 14: No class—Fall Break**

**Week 8, October 21**
Validating Scholarly Claims in Communication
Readings

**Week 9, October 28**
**Methodology Papers Due**
Discussion of Methodology Papers

**Week 10, November 4**
The Nature of Scholarly Writing
Studies in Health Communication
Readings:


**Week 11, November 11**

Studies in Mass Media

Readings:


**Week 12, November 18**

Studies in Organizational Communication

Readings:


**Week 13, November 25**

*Draft of Final Paper Due*

Discussion of Final Paper Drafts

**Week 14, December 2**

Studies in Public Relations

Readings:


**Week 15, December 9**

Studies in Rhetoric

Readings:


**Week 16, December 16**

**Final Papers Due**

Discussion of Final Papers