University of the Pacific
Emphasis Approval Form

Please fill in all information. Required signatures are on page two of this form. Please return to:
Academic Affairs Committee, Office of the Provost, Anderson Hall, 2nd Floor.

Date: March 6, 2006
Contact Person: Jon Schamber
Department: Communication
Phone: 946-3041

Select below
Addition ☐
Revision ☒
Deletion ☒

School or College: COP
Department: Communication

Proposed Major: Revision (and Deletion) of Graduate Emphasis Areas
Enrollment/Expected Enrollment: 15 to 20 students per year
Existing Major (if revising or deleting a major):
Current program offers 5 emphasis areas; proposal seeks to offer 3 areas

Catalog Description (attach additional paperwork if necessary):
See attached

What are the reasons for the new program, program changes or deletion of the program? (attach additional paperwork if necessary):
See attached

If approved, when will this be implemented? Fall ☒ Spring ☐ Year 2006

What is the anticipated impact on resources (faculty, funds, library, materials, etc)
Describe any specific facilities or technology needs.
There are no major impacts on resources, with the possible exception of new library holdings in political communication. There are no anticipated new facility or technology needs.

RECEIVED
MAY 9 2006
U.O.P.
MAY 9 2006
REGISTRAR
MAY 12 2006
APPROVAL PROCESS

Please obtain all signatures before submitting to Academic Affairs Committee. Acquire signatures in the order in which they are listed below.

1. Action by department requesting addition/change:
   Approved by: [Signature] Date: 3/2/06

2. Action by the Curriculum and/or Graduate Studies Committee of the School/College:
   Approved by: [Signature] Date: 3/9/06

3. Action by the Dean of the School/College:
   Approved by: [Signature] Date: 3/2/06

4. Action by the Provost (if the major/minor is an addition):
   Approved by: [Signature] Date: 

5. Action by the Dean of the Library:
   Approved by: [Signature] Date: 5/19/06

6. Action by the Director of Educational Technology Services (if computer lab, software needed):
   Approved by: [Signature] Date: 

7. Action by the Registrar:
   Approved by: [Signature] Date: 5/19/06

8. Action by the General Education Committee (as appropriate):
   Approved by: [Signature] Date: 

9. Action by the Graduate Studies Committee (as appropriate):
   Approved by: [Signature] Date: 7/8/06

10. Action by the Academic Affairs Committee:
    Approved by: [Signature] Date: 

After approval by the Academic Affairs Committee, information regarding new, revised, or deleted programs and courses is sent to the Registrar for listing in or modifying the catalog.

Form revised 9/4/03
Communication

Gray Miller, Dean, College of the Pacific

Qingwen Dong, Chair and Associate Professor

Professors: Kenneth D. Day, Carol Ann Hackley, Randall J. Koper, Jon F. Schamber
Assistant Professors: Marlin Bates, R. Alan Ray

Master of Arts Degree

The Department of Communication offers graduate-level instruction leading toward the Master of Arts degree. The degree program combines training in communication theory, methodology and practice for students who desire knowledge and skills for solving work-related communication problems and for students who intend to enter doctoral programs. The program offers three concentrations of study—Communication Education, Political Communication, and Media and Public Relations—each of which integrates coursework from related disciplines, providing graduate students with an interdisciplinary approach to the study of communication. Each concentration is designed for students who regard knowledge of communication as important for their chosen professional careers but may or may not hold a bachelor’s degree in communication.

The nature of the discipline of communication requires students to possess a high level of proficiency in written and spoken English. For this reason, students who come from non-English speaking cultures should only apply for program if they have extensive training and experience in speaking and writing in the English language.

Degree Requirements

The program requires the completion of 32 units of study, and provides for a thesis (Plan A) or non-thesis (Plan B) option. Students must select a concentration of study in one of the following areas: Communication Education, Political Communication, or Media and Public Relations. Each concentration requires a minimum of one course from a related discipline outside of the Department of Communication. The course must be taken at the 200 level unless the related discipline does not have graduate program, in which case the course must be taken at the 100 level. Only 4 units taken at the 100 level can be applied to a student’s graduate program. Each concentration also requires five graduate seminars offered by the Department of Communication. The required graduate seminars for each of the concentrations are as follows:

Communication Education
Introduction to Graduate Study
Graduate Seminar in Statistical Applications
Graduate Seminar in Communication in Learning Settings
Graduate Seminar in Rhetorical Thought
Graduate Seminar in Interpersonal Communication
Political Communication
Introduction to Graduate Study
Graduate Seminar in Statistical Applications
Graduate Seminar in Political Communication
Graduate Seminar in Rhetorical Thought
Graduate Seminar in Mass Communication Theory

Media and Public Relations
Introduction to Graduate Study
Graduate Seminar in Statistical Applications
Graduate Seminar in Public Relations
Graduate Seminar in Media Relations
Graduate Seminar in Mass Communication Theory

The thesis option (Plan A) requires 28 units of coursework and 4 units of thesis. Students must successfully complete a 6-hour written comprehensive examination and a 1-hour oral examination administered by a committee of three professors prior to starting the thesis. Students must also successfully defend a thesis proposal before a committee of three professors prior to collecting data for the thesis. The thesis must contribute to the body of knowledge of the field in a significant manner.

The non-thesis option (Plan B) requires 32 units of coursework. Students must also successfully complete a 12-hour written comprehensive examination and a 2-hour oral examination administered by a committee of four professors, one of whom must be from another discipline. Four hours of the written comprehensive examination covers material from a “landmark works in communication” list developed by the department faculty.

Curriculum Outlines

The course requirements for each of the concentrations are provided below. Exceptions for any of the requirements must be approved in advance by the Department Chair and the Director of Graduate Study.

Communication Education (Thesis Option—Plan A)
- Five required department graduate seminars (20 units)
- One approved course from the School of Education (3 units)
- Practicum or Graduate Seminar in Mass Communication Theory (4 units)
- Graduate Research (1 unit)
- Thesis (4 units)

Communication Education (Non-Thesis Option—Plan B)
- Five required department graduate seminars (20 units)
- Two approved courses from the School of Education (6 units)
- Practicum or Graduate Seminar in Mass Communication Theory (4 units)
- Independent Study or Graduate Research (2 units)
Political Communication (Thesis Option—Plan A)
- Five required department graduate seminars (20 units)
- One approved course from the Department of Political Science (4 units)
- Internship arranged through the Jacoby Center (4 units)
- Thesis (4 units)

Political Communication (Non-Thesis Option—Plan B)
- Five required department graduate seminars (20 units)
- One approved course from the Department of Political Science (4 units)
- Internship arranged through the Jacoby Center (4 units)
- Independent Study, Graduate Research, or other 200 level course (4 units)

Media and Public Relations (Thesis Option—Plan A)
- Five required department graduate seminars (20 units)
- One approved course from the Department of Sport Sciences, School of Business, or School of Education (3-4 units)
- Internship or Practicum (4 units)
- Graduate Research (1 unit, if needed)
- Thesis (4 units)

Media and Public Relations (Non-Thesis Option—Plan B)
- Five required department graduate seminars (20 units)
- Two approved courses from the Department of Sport Sciences, School of Business, or School of Education (6-8 units)
- Internship or Practicum (4 units)
- Graduate Research (1-2 units, if needed)

Course Offerings

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 214</td>
<td>Argumentation and Advocacy</td>
<td>4</td>
</tr>
<tr>
<td>COMM 216</td>
<td>Rhetorical Theory and Criticism</td>
<td>4</td>
</tr>
<tr>
<td>COMM 237</td>
<td>Public Relations Case Studies and Problems</td>
<td>4</td>
</tr>
<tr>
<td>COMM 239</td>
<td>Theory of Mass Communication</td>
<td>4</td>
</tr>
<tr>
<td>COMM 245</td>
<td>Human Communication Theory</td>
<td>4</td>
</tr>
<tr>
<td>COMM 247</td>
<td>Nonverbal Communication</td>
<td>4</td>
</tr>
<tr>
<td>COMM 252</td>
<td>Public Relations Administration</td>
<td>4</td>
</tr>
<tr>
<td>COMM 255</td>
<td>Persuasion</td>
<td>4</td>
</tr>
<tr>
<td>COMM 287</td>
<td>Graduate Internship</td>
<td>2-4</td>
</tr>
<tr>
<td>COMM 289</td>
<td>Graduate Practicum</td>
<td>2-4</td>
</tr>
<tr>
<td>COMM 291</td>
<td>Independent Study</td>
<td>2-4</td>
</tr>
<tr>
<td>COMM 295a</td>
<td>Introduction to Graduate Study</td>
<td>4</td>
</tr>
<tr>
<td>COMM 295b</td>
<td>Graduate Seminar in Rhetorical Thought</td>
<td>4</td>
</tr>
<tr>
<td>COMM 295c</td>
<td>Graduate Seminar in Interpersonal Communication</td>
<td>4</td>
</tr>
<tr>
<td>COMM 295d</td>
<td>Graduate Seminar in Mass Communication Theory</td>
<td>4</td>
</tr>
<tr>
<td>COMM 295e</td>
<td>Graduate Seminar in Statistical Applications</td>
<td>4</td>
</tr>
<tr>
<td>COMM 295f</td>
<td>Graduate Seminar in Public Relations</td>
<td>4</td>
</tr>
<tr>
<td>COMM 295g</td>
<td>Graduate Seminar in Communication in Learning Settings</td>
<td>4</td>
</tr>
<tr>
<td>COMM 295h</td>
<td>Graduate Seminar in Media Relations</td>
<td>4</td>
</tr>
<tr>
<td>COMM 295i</td>
<td>Graduate Seminar in Political Communication</td>
<td>4</td>
</tr>
</tbody>
</table>
Grade Point Requirements

Candidates for a graduate degree must maintain a cumulative GPA of at least 3.0. No grade below a B- (2.7) will be counted toward the degree program in any course at the 200 level. No grade below a B (3.0) will be counted toward the degree program in any course at the 100 level.

Students seeking admission to the Department of Communication must maintain a GPA of 3.0 or above in all upper-division undergraduate study and complete the Graduate Record Examination with satisfactory results.

Graduate Assistant Requirements

A full-time graduate assistant will normally take 8 units. Graduate assistants who seek to take more than 8 units must receive department approval and approval of the Graduate Dean.
Emphasis Areas Revisions & Deletions
Department of Communication Graduate Program
Rationale & Summary

The Department of Communication has spent two years reviewing its graduate program. This review included a survey of alumni, interviews with current and former graduate students, an assessment of the Department’s current program, an investigation of MA programs in Communication at other universities in California, and an examination of courses and resources available through other programs at University of the Pacific that could strengthen the Department of Communication’s program. Based on this review and conversations with the Dean Miller, the faculty of the Department is proposing the following major changes in its programs: (1) delete the five emphasis areas currently offered by the Department; (2) revise its program by offering three new emphasis areas; (3) revise its program by offering both a thesis and non-thesis option; and (4) revise its curriculum to support the three new emphasis areas and the thesis and non-thesis options.

Proposed Deletion of Five Emphasis Areas

The current program offered by the Department consists of the following emphasis areas:

- Communication Theory
- Interpersonal Communication
- Mass Communication
- Public Relations
- Rhetoric and Public Address

The current emphasis areas are not distinctive, as many MA programs in Communication, especially in California, offer graduate programs in these areas. Hence, the Department believes that its current graduate program suffers from a lack of imagination as well as limited opportunities to recruit talented students given its current configuration. The Department also believes that the current curriculum offered to graduate students is not particularly robust in terms of the required number of graduate seminars. Currently, graduate students are only required to take four seminars.

Proposed Revision to Offer Three New Emphasis Areas

The three new emphasis areas proposed by the Department are as follows:

- Communication Education
- Political Communication
- Media and Public Relations

The proposed Communication Education emphasis area takes advantage of one important strength of the current program that has gone unnoticed. During the past ten years, many graduates of the program have been hired as instructors by community colleges. Faculty from some of these community colleges have stated that Pacific’s graduates, particularly those who worked as graduate teaching assistants in Public Speaking, Introduction to Mass Communication, Introduction to Interpersonal Communication and Forensics, are
sought out to teach at their colleges. In addition, the Department believes that the faculty of the Bennerd School of Education could strengthen the preparation of Communication Education graduate students seeking employment as instructors at community colleges. This new emphasis area can also attract highly qualified students who plan to enter Ph.D. programs in Communication. Finally, the proposed emphasis area is distinctive, because other graduate programs in Communication rarely offer and advertise this area.

The proposed Political Communication emphasis area capitalizes on the Jacoby Center at Pacific, and the expertise of the College’s Department of Political Science faculty. The Jacoby Center has many connections in Sacramento that can be cultivated for internships for the Department’s graduate students. These connections can also be exploited as a way to attract more highly qualified students into the Department’s graduate program. Recently, Dean Miller authorized a new search for an assistant professor in Political Communication. Part of this professor’s workload will be through the Jacoby Center. As a result, the University has a real opportunity to offer a new graduate emphasis area in Political Communication, and one that is untapped and overlooked by other universities in California.

The proposed Media and Public Relations emphasis area combines two traditional areas offered by the Department—Mass Communication and Public Relations—and utilizes resources from other units at the University to strength the program. Public Relations is one of the most popular areas of graduate study in the current program. However, this program is not distinctive as compared to other graduate programs in Public Relations. Through combining the study of media with public relations, as well as making coursework available to graduate students in Communication through the Department of Sport Sciences, the School of Business and the School of Education, the Department will be offering a significantly strongly academic program of study. In addition, this area of study is not being offered by other universities in California.

**Proposed Revision to Offer a Non-Thesis Option**

The Department of Communication is at a competitive disadvantage with other programs that offer a thesis and non-thesis option. Many programs that offer a master’s degree in Communication provide a non-thesis option for students. Many students who enroll in graduate programs in Communication do not plan to pursue a doctoral degree. For many of these students, a thesis only option is not highly regarded, particularly if they are not planning a career in university teaching and research. Consequently, a thesis only option is probably decreasing the application pool of graduate students for the Department’s program.

One potential argument against the proposal to offer a non-thesis option deals with the issue of academic rigor. However, the Department believes that the proposed curriculum for the three emphasis area non-thesis options, as well as the rigorous requirements for the non-thesis comprehensive examination, ensures that non-thesis graduate students will be challenged and stretched academically. The non-thesis comprehensive examination includes a 12-hour written examination and a 2-hour oral defense administered by four professors, one of whom must be from an outside department. In addition, 4 hours of the written examination will cover material from a “landmark works in communication” list developed by the department faculty.
### Proposed Curricular Revisions

To offer the new graduate emphasis areas in Communication, the Department needs to delete a number of current course offerings and offer a set of new ones. The courses to be deleted from the Department’s graduate curriculum are as follows:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 114</td>
<td>Argumentation &amp; Advocacy</td>
</tr>
<tr>
<td>COMM 116</td>
<td>Rhetorical Theory &amp; Criticism</td>
</tr>
<tr>
<td>COMM 121</td>
<td>News Writing</td>
</tr>
<tr>
<td>COMM 122</td>
<td>Advanced News Writing</td>
</tr>
<tr>
<td>COMM 124/224</td>
<td>Publications Editing</td>
</tr>
<tr>
<td>COMM 224</td>
<td>Publications Editing</td>
</tr>
<tr>
<td>COMM 131</td>
<td>Media Production</td>
</tr>
<tr>
<td>COMM 132</td>
<td>Broadcast Writing</td>
</tr>
<tr>
<td>COMM 135</td>
<td>Principles of Public Relations</td>
</tr>
<tr>
<td>COMM 136/236</td>
<td>Broadcast Administration and Promotions</td>
</tr>
<tr>
<td>COMM 137</td>
<td>Public Relations Case Studies and Problems</td>
</tr>
<tr>
<td>COMM 138/238</td>
<td>Media Law and Ethics</td>
</tr>
<tr>
<td>COMM 139</td>
<td>Theory of Mass Communication</td>
</tr>
<tr>
<td>COMM 140</td>
<td>Writing for Public Relations</td>
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<tr>
<td>COMM 141/241</td>
<td>Group Dynamics</td>
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<tr>
<td>COMM 143</td>
<td>Intercultural Communication</td>
</tr>
<tr>
<td>COMM 144/244</td>
<td>Advanced Interpersonal Communication</td>
</tr>
<tr>
<td>COMM 145</td>
<td>Human Communication Theory</td>
</tr>
<tr>
<td>COMM 146/246</td>
<td>Communication and Conflict</td>
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<tr>
<td>COMM 147</td>
<td>Nonverbal Communication</td>
</tr>
<tr>
<td>COMM 148/248</td>
<td>Decision Making</td>
</tr>
<tr>
<td>COMM 149/249</td>
<td>Introduction to Organizational Communication</td>
</tr>
<tr>
<td>COMM 152</td>
<td>Public Relations Administration</td>
</tr>
<tr>
<td>COMM 155</td>
<td>Persuasion</td>
</tr>
<tr>
<td>COMM 160/260</td>
<td>Communication Research Methods</td>
</tr>
<tr>
<td>COMM 191</td>
<td>Independent Study</td>
</tr>
<tr>
<td>COMM 295e</td>
<td>Graduate Seminar in Organizational Communication</td>
</tr>
</tbody>
</table>

The proposed new courses for the graduate curriculum are as follows:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 295e</td>
<td>Graduate Seminar in Statistical Applications</td>
</tr>
<tr>
<td>COMM 295g</td>
<td>Graduate Seminar in Communication in Learning Settings</td>
</tr>
<tr>
<td>COMM 295h</td>
<td>Graduate Seminar in Media Relations</td>
</tr>
<tr>
<td>COMM 295i</td>
<td>Graduate Seminar in Political Communication</td>
</tr>
</tbody>
</table>

All graduate students in the program, regardless of their emphasis area, will be required to take COMM 295e, Graduate Seminar in Statistical Applications. The new seminar, COMM 295g, Graduate Seminar in Communication in Learning Settings, is needed for the new emphasis area in Communication Education. The new seminar, COMM 295h, Graduate Seminar in Media Relations, will be offered under the new emphasis area in Media and Public Relations. The new seminar, COMM 295i, Political Communication, is needed for the new emphasis area in Political Communication. Course proposal are being submitted for each of these courses.
This new configuration of the Department’s graduate program will not have a significant impact on resources. With the exception of Introduction to Graduate Study, the graduate seminars offered for the program will be scheduled once every three semesters instead of every two. The Department is also modifying its undergraduate curriculum which makes resources available for teaching graduate seminars. A four-year teaching projection has been developed by the Department and reviewed by Dean Miller.

Summary

The Department of Communication is excited about the prospect of launching a major revision of its graduate program. This revision will provide the University with a more distinctive graduate program in Communication, and a program that capitalizes on many resources that currently are available at the University. In addition, the revision offers a much stronger graduate education for students in Communication. The proposal seeks to require each graduate student to take a minimum of five graduate seminars (as compared to four under the current program) and to take a program of study that is interdisciplinary by requiring them to take coursework from a related discipline. This proposal also offers an opportunity for the University and the Department to recruit a larger and more talented pool of graduate students and thereby bolster its standing among other universities.