

## **Rationale for changes to the MA in Communication Studies and to the MA in Communication Studies with an option in Community College Pedagogy**

Over the last four semesters, the graduate faculty in Communication Studies conducted a self study to identify a clear vision for the future of the program. The results of this self-study were then used by the graduate committee to develop a proposal for program revisions that address the majority of comments by students, alumni, and faculty. All graduate faculty were surveyed regarding their response to this proposal and the proposal was approved in a graduate faculty meeting in December 2010.

The main comments from the self-study regarding the program are:

- (1) Sharpen the program focus.
- (2) Develop more specialized programs and more specialized classes.
- (3) Find 2-3 areas of emphasis.
- (4) Address the diversity of the communication discipline.

These observations were made by current graduate students, alumni, and faculty alike. Based on the above observations, the graduate committee decided to propose a new program structure with the following features:

-Four required core courses that all graduate students take in their first two semesters. These classes are: Research methods classes in qualitative, quantitative, and critical methods; and CMN 5240: Seminar in Teaching Speech. This revised program core will reflect changes in the discipline, student demand, and faculty interests. Over the last decade, the discipline of communication has embraced increasingly diverse methodologies, heterogeneous theoretical perspectives, and interdisciplinary approaches to a broad range of topics. This is also reflected in the range of methods that the graduate faculty and graduate students in Communication Studies use. Based on the learning goals established by the Graduate School, the proposed core classes will allow students to obtain more **effective critical thinking and problem solving** skills and they will prepare students to conduct **advanced scholarship through research**.

-Three areas of concentration that allow students to specialize in either Human Communication Processes, Strategic Communication, or Critical-Cultural Communication Studies. An emphasis in these three areas provides more focus to our program and gives students the opportunity to engage in a more specialized course of study. Based on the learning goals established by the Graduate School, this program structure will allow students to obtain more **depth of content knowledge**

-Students take two elective classes outside of their area of concentration. This will ensure that students maintain a basic, general understanding of the field of communication as a whole.

-A Thesis or Creative Thesis (6 Credit Hours) is mandatory. More than 80% of our students already finish their degree program by writing theses, creative theses, or creative projects. A mandatory thesis or creative thesis will ensure that students consider this experience as an indispensable part of their degree program and will encourage students to initiate thesis projects in a timely manner. Based on the learning goals established by the Graduate School, a mandatory thesis will encourage students to use **effective written communication** and it will encourage students to **engage in advanced scholarship through research or creative activity**.

-We also chose to require CMN 5240: Seminar in Teaching Speech of all students, as it is both of interest to many students and a requirement for a significant number of students (graduate assistants and students enrolled in the pedagogy option). More than 90% of our current students are enrolled in CMN 5240 or should be enrolled in CMN 5240.

### **Specific changes to MA in Communication Studies with an option in Community College Pedagogy**

-Name change to MA in Communication Studies with an option in **Communication Pedagogy**. While a significant number of our students plans to embark on a career at community colleges, this degree option allows students to pursue a variety of different employment options. While many of our graduates have obtained employment at community colleges, several of our recent graduates are also employed at four year colleges and high schools. The term communication pedagogy addresses this diversity better than the current degree designation.

-A Communication Pedagogy option that students take as an elective. Students are competitively admitted to this option after they complete their core classes and pass comprehensive exams. This allows us to control enrollment in the option and carefully select students that are allowed to go on an external internship.

-The graduate committee's review of the pedagogy option also found that its current structure unnecessarily limits the number of students that can complete this option.

We propose the change of prerequisites for CMN 5900: Instructional Practicum and CMN 5980: Internship to allow students to enroll in these classes earlier during their program. We are also adding a second practicum class (CMN 5901: Advanced Instructional Practicum) that can substitute for Internship for students who are not able to obtain an internship.

## (New Catalog Copy) Master of Arts in Communication Studies

### **Program Mission:**

The Master of Arts in Communication Studies provides students with an opportunity to engage in a multifaceted course of study grounded in a strong theoretical base, but also recognizing the marketplace. Students can choose from three areas of concentration, Human Communication Processes, Strategic Communication, or Critical/Cultural Studies. The program prepares students to be more competitive in the work place or to continue studies in a Ph.D. program.

**Admission Requirements:** A limited number of students are accepted each year; admission to the program is competitive. To be eligible for degree candidacy, applicants must meet all of the requirements for admission to the Graduate School (See “Admission to Graduate Degree and Certificate Programs”). A minimum of 18 hours in communication studies with a grade of C or better is required in order to be admitted to the program. An applicant must complete a written statement of goals, submit a writing sample and three letters of recommendation attesting to the potential for successful completion of graduate work. International applicants whose native language is not English must obtain a score of 600 or higher on the paper-based Test of English as a Foreign Language (TOEFL), a score of 250 or higher on the computer-based TOEFL, or a score of 100 or higher on the Internet-Based TOEFL. While students may be admitted to the Graduate School with fewer than 18 hours in communication studies, any deficiency in undergraduate communication studies hours must be made up before the student will be admitted to degree candidacy in Communication Studies.

**Degree Audit:** The graduate plan of study is the EIU Degree Audit, which is generated automatically in the Degree Audit Reporting System (DARS) at the time of degree or certificate candidacy. Modifications of the standard EIU Degree Audit are submitted by the graduate coordinator to the certification officer in the Graduate School at the time modifications are approved. The Degree Audit serves as an unofficial summary of requirements for the program. Degree and certificate candidates are advised to review the comprehensive summary of the Degree Audit process specified on the “Requirements for All Degree and Certificate Candidates” section of the *Graduate Catalog*. Individual programs may require candidates to submit plans of study in addition to the Degree Audit, candidates should consult with the program coordinator.

## **Degree Requirements**

The approved study plan is the guiding document for each student’s course of study. A student, in consultation with an advisor, develops a course of study with a minimum of 39 semester hours reflecting educational development and areas of specialization. The study plan should reflect the following guidelines.

- All students are expected to take a core of 12 hours composed of CMN 5000, CMN 5005, CMN 5030, CMN 5240. The total program (including the core but excluding CMN 5500) is a minimum of 36 hours.

## **Core Courses**

Students will complete a core of 12 hours composed of the following courses:

- CMN 5000 - Quantitative Research Methods Credits: 3
- CMN 5005 - Qualitative Research Methods Credits: 3
- CMN 5030 - Methods of Critical Inquiry Credits: 3
- CMN 5240 - Seminar in Teaching Speech Credits: 3

## **Concentration Area**

Students will complete one of three concentration areas of 12 hours composed of the following courses:

### **Human Communication Processes:**

- CMN 5510 - Interpersonal Communication Credits: 3
- CMN 5530 - Intercultural Communication Credits: 3
- CMN 5520 - Social Interaction Credits: 3
- CMN 5150 - Seminar in Interpersonal Communication Credits: 3

OR

### **Strategic Communication:**

- CMN 5700 - Public Relations Credits: 3
- CMN 5710 - Organizational Communication Credits: 3
- CMN 5720 - Seminar in Public Relations Credits: 3
- CMN 5170 - Seminar in Organization Communication Credits: 3

OR

### **Critical/Cultural Studies**

- CMN 5610 - Media Criticism Credits: 3
- CMN 5010 - Rhetorical Theory Credits: 3
- CMN 5180 - Seminar in Rhetoric Credits: 3
- CMN 5160 - Seminar in Mass Media Credits: 3

## **Electives**

Students will take a minimum of 6 hours of elective courses from the following:

- CMN 5010 - Rhetorical Theory Credits: 3
- CMN 5150 - Seminar in Interpersonal Communication Credits: 3
- CMN 5160 - Seminar in Mass Media Credits: 3

- CMN 5170 - Seminar in Organizational Communication Credits: 3
- CMN 5180 - Seminar in Rhetoric Credits: 3
- CMN 5510 - Interpersonal Communication Credits: 3
- CMN 5520 - Social Interaction Credits: 3
- CMN 5530 - Intercultural Communication Credits: 3
- CMN 5610 - Media Criticism Credits: 3
- CMN 5700 - Public Relations Credits: 3
- CMN 5710 - Organizational Communication Credits: 3
- CMN 5720 - Seminar in Public Relations Credits: 3
- CMN 5990 - Independent Study Credits: 3

## **Capstone Experience**

Students must demonstrate comprehensive knowledge of the discipline in order to complete their degree. To do so all students must take and successfully pass comprehensive exams covering the core classes. Students may then choose between a thesis (CMN 5950) and a creative thesis (CMN 5940). Students considering doctoral work are encouraged to complete a thesis.

## **Thesis**

- CMN 5940 - Creative Thesis Credits: 6

OR

- CMN 5950 - Thesis Credits: 6

## **Financial Assistance**

The department's primary source of financial assistance for its graduate students is teaching assistantships in such courses as introductory public speaking. Teaching such classes requires a deep familiarity with American culture and with the norms and patterns of communication embedded in that culture. Consequently, teaching assistantships are not offered to applicants who are not native speakers of English before they have spent sufficient time in this country to become well acquainted with American culture.

International students who believe they have the requisite language skills and culture knowledge for teaching communication courses to a largely American student body may ask to be considered for teaching assistantships. To be considered, such students must provide evidence of proficiency in oral English. One form of evidence is the attainment of a high score on the Test of Spoken English (TSE). This requirement is in addition to the TOEFL score which is required for admission.

Applications for assistantships are normally due in February with the award for the following academic year. Graduate teaching assistants must enroll in CMN 5500 in both the fall and spring semesters.

## **Graduate Assistantships**

Information on graduate assistantships may be obtained by contacting the Coordinator of Graduate Studies or Chair, Department of Communication Studies, 1250 Coleman Hall, EIU.

## Master of Arts in Communication Studies: Proposed changes

### Current program structure:

Program Core:	12 hours
CMN 5000: Quantitative Research Methods	
CMN 5005: Qualitative Research Methods	
CMN 5010: Rhetorical Theory	
<del>CMN 5020: Communication Theory</del>	
Electives:	24 hours
CMN 5150: Seminar in Interpersonal Communication	
CMN 5160: Seminar in Mass Media	
CMN 5170: Seminar in Organizational Communication	
CMN 5180: Seminar in Rhetoric and Public Address	
CMN 5240: Seminar in Teaching Speech	
CMN 5510: Interpersonal Communication	
CMN 5520: Social Interaction	
CMN 5530: Intercultural Communication	
CMN 5610: Media Criticism	
<del>CMN 5620: Social Relations and Media Effects</del>	
<del>CMN 5630: Computer Mediated Communication</del>	
CMN 5710: Organizational Communication	
CMN 5720: Seminar in Public Relations	
CMN 5730: Communication Training and Development	
<del>CMN 5810: Seminar in American Public Address</del>	
<del>CMN 5820: Rhetorical Criticism</del>	
<del>CMN 5830: Applied Criticism</del>	

### New program structure:

Program Core:	12 hours
CMN 5000: Quantitative Research Methods	
CMN 5005: Qualitative Research Methods	
<a href="#">CMN 5030: Methods of Critical Inquiry</a>	
CMN 5240: Seminar in Teaching Speech	
Concentration Area:	12 hours
Human Communication Processes:	
CMN 5510: Interpersonal Communication	
CMN 5530: Intercultural Communication	
CMN 5520: Social Interaction	
CMN 5150: Seminar in Interpersonal Communication	
OR	
Strategic Communication:	
<a href="#">CMN 5700: Public Relations</a>	
CMN 5710: Organizational Communication	
CMN 5720: Seminar in Public Relations	
CMN 5170: Seminar in Organizational Communication	
OR	
Critical/Cultural Studies:	
CMN 5610: Media Criticism	
CMN 5010: Rhetorical Theory	
<a href="#">CMN 5180: Seminar in Rhetoric (revised course)</a>	
CMN 5160: Seminar in Mass Media	

**(New Catalog Copy)**  
**Master of Arts in Communication Studies,**  
**Option in Communication Pedagogy**

**Program Mission:** The Master of Arts in Communication Studies with an Option in Communication Pedagogy prepares students for teaching communication courses in a college setting. A combination of theoretical and applied courses, instructional practica and supervised student-teaching provide students with a strong background in communication and pedagogical theory and the opportunity to put the theory into practice.

**Admission Requirements:** A limited number of students are accepted each year; admission to the program is competitive. To be eligible for degree candidacy, applicants must meet all of the requirements for admission to the Graduate School (See “Admission to Graduate Degree and Certificate Programs”). A minimum of 18 hours in communication studies with a grade of C or better is required in order to be admitted to the program. An applicant must complete a written statement of goals, submit a writing sample and three letters of recommendation attesting to the potential for successful completion of graduate work. International applicants whose native language is not English must obtain a score of 600 or higher on the paper-based Test of English as a Foreign Language (TOEFL), a score of 250 or higher on the computer-based TOEFL, or a score of 100 or higher on the Internet-Based TOEFL. While students may be admitted to the Graduate School with fewer than 18 hours in communication studies, any deficiency in undergraduate communication studies hours must be made up before the student will be admitted to degree candidacy in Communication Studies.

**Degree Audit:** The graduate plan of study is the EIU Degree Audit, which is generated automatically in the Degree Audit Reporting System (DARS) at the time of degree or certificate candidacy. Modifications of the standard EIU Degree Audit are submitted by the graduate coordinator to the certification officer in the Graduate School at the time modifications are approved. The Degree Audit serves as an unofficial summary of requirements for the program. Degree and certificate candidates are advised to review the comprehensive summary of the Degree Audit process specified on the “Requirements for All Degree and Certificate Candidates” section of the *Graduate Catalog*. Individual programs may require candidates to submit plans of study in addition to the Degree Audit, candidates should consult with the program coordinator.

## **Degree Requirements**

The approved study plan is the guiding document for each student’s course of study. A student, in consultation with an advisor, develops a course of study with a minimum of 39 semester hours reflecting educational development and areas of specialization. The study plan should reflect the following guidelines.

- All students are expected to take a core of 12 hours composed of CMN 5000, CMN 5005, CMN 5030, CMN 5240. The total program (including the core but excluding CMN 5500) is a minimum of 39 hours.



## **Core Courses**

Students will complete a core of 12 hours composed of the following courses:

- CMN 5000 - Quantitative Research Methods Credits: 3
- CMN 5005 - Qualitative Research Methods Credits: 3
- CMN 5030 - Methods of Critical Inquiry Credits: 3
- CMN 5240 - Seminar in Teaching Speech Credits: 3

## **Concentration Area**

Students will complete one of three concentration areas of 12 hours composed of the following courses:

### **Human Communication Processes:**

- CMN 5510 - Interpersonal Communication Credits: 3
- CMN 5530 - Intercultural Communication Credits: 3
- CMN 5520 - Social Interaction Credits: 3
- CMN 5150 - Seminar in Interpersonal Communication Credits: 3

OR

### **Strategic Communication:**

- CMN 5700 - Public Relations Credits: 3
- CMN 5710 - Organizational Communication Credits: 3
- CMN 5720 - Seminar in Public Relations Credits: 3
- CMN 5170 - Seminar in Organization Communication Credits: 3

OR

### **Critical/Cultural Studies**

- CMN 5610 - Media Criticism Credits: 3
- CMN 5010 - Rhetorical Theory Credits: 3
- CMN 5180 - Seminar in Rhetoric Credits: 3
- CMN 5160 - Seminar in Mass Media Credits: 3

## **Pedagogy Electives**

Students will take a minimum of 9 hours of elective courses from the following:

- CMN 5900 - Instructional Practicum Credits: 3
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- CMN 5901 - Advanced Instructional Practicum Credits: 3
- OR
- CMN 5980 - Internship Credits: 3
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- CSD 5770 - The Community College Credits: 3
- OR
- CSD 5780 - College Teaching Credits: 3

## **Capstone Experience**

Students must demonstrate comprehensive knowledge of the discipline in order to complete their degree. To do so all students must take and successfully pass comprehensive exams covering the core classes. Students may then choose between a thesis (CMN 5950) and a creative thesis (CMN 5940). Students considering doctoral work are encouraged to complete a thesis.

## **Thesis**

- CMN 5940 - Creative Thesis Credits: 6
- OR
- CMN 5950 - Thesis Credits: 6

## **Financial Assistance**

The department's primary source of financial assistance for its graduate students is teaching assistantships in such courses as introductory public speaking. Teaching such classes requires a deep familiarity with American culture and with the norms and patterns of communication embedded in that culture. Consequently, teaching assistantships are not offered to applicants who are not native speakers of English before they have spent sufficient time in this country to become well acquainted with American culture.

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Spoken English (TSE). This requirement is in addition to the TOEFL score which is required for admission.

Applications for assistantships are normally due in February with the award for the following academic year. Graduate teaching assistants must enroll in CMN 5500 in both the fall and spring semesters.

## **Graduate Assistantships**

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## Master of Arts in Communication Studies: Proposed changes

Current program structure:

Community College Pedagogy Option

Program Core:	30 hours
CMN 5000: Quantitative Research Methods	
CMN 5005: Qualitative Research Methods	
CMN 5010: Rhetorical Theory	
<del>CMN 5020: Communication Theory</del>	
CMN 5240: Seminar in Teaching Speech	
CMN 5900: Instructional Practicum	
CMN 5980: Internship (9 credits)	
CSD 5770: The Community College	
OR	
CSD 5780: College Teaching	
Electives:	9 hours
CMN 5180: Seminar in Rhetoric and Public Address	
CMN 5510: Interpersonal Communication	
CMN 5530: Intercultural Communication	
CMN 5610: Media Criticism	
<del>CMN 5620: Social Relations and Media Effects</del>	
<del>CMN 5630: Computer Mediated Communication</del>	
CMN 5730: Communication Training and Development	
Total:	39 hours

New program structure:

Communication Pedagogy Option

Program Core:	12 hours
CMN 5000: Quantitative Research Methods	
CMN 5005: Qualitative Research Methods	
<a href="#">CMN 5030: Methods of Critical Inquiry</a>	
CMN 5240: Seminar in Teaching Speech	
Concentration Area:	12 hours
Human Communication Processes:	
CMN 5510: Interpersonal Communication	
CMN 5530: Intercultural Communication	
CMN 5520: Social Interaction	
CMN 5150: Seminar in Interpersonal Communication	
OR	
Strategic Communication:	
<a href="#">CMN 5700: Public Relations</a>	
CMN 5710: Organizational Communication	
CMN 5720: Seminar in Public Relations	
CMN 5170: Seminar in Organizational Communication	
OR	
Critical/Cultural Studies:	
CMN 5610: Media Criticism	
CMN 5010: Rhetorical Theory	
<a href="#">CMN 5180: Seminar in Rhetoric (revised course)</a>	
CMN 5160: Seminar in Mass Media	