

**Eastern Illinois University**  
**New/Revised Course Proposal Format**  
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

**Banner/Catalog Information (Coversheet)**

1. ☒ **New Course** or ☐ **Revision of Existing Course**
2. **Course prefix and number:**  CMN 5550
3. **Short title:**  Special Topics in CMN
4. **Long title:**  Special Topics in Communication Studies
5. **Hours per week:**  3  Class  0  Lab  3  Credit
6. **Terms:** ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. **Initial term:** ☐ Fall ☒ Spring ☐ Summer Year:  2017
8. **Catalog course description:** Seminar in special topics not covered in depth in other Communication Studies courses. Focuses on the application of theory to contemporary issues and combines various perspectives from across the discipline. Topic will vary from semester to semester.
9. **Course attributes:**  
  
General education component:  N/A   
  
☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active
10. **Instructional delivery**  
**Type of Course:**  
  
☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research  
  
☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify:   
  
**Mode(s) of Delivery:**  
  
☒ Face to Face ☐ Online ☐ Study Abroad  
  
☐ Hybrid, specify approximate amount of on-line and face-to-face instruction
11. Course(s) to be deleted from the catalog once this course is approved.  None
12. **Equivalent course(s):**  None 
  - a. **Are students allowed to take equivalent course(s) for credit?** ☐ Yes ☐ No
13. **Prerequisite(s):**  CMN 5020, CMN 5040, CMN 5240 
  - a. **Can prerequisite be taken concurrently?** ☐ Yes ☒ No

**b. Minimum grade required for the prerequisite course(s)?**   C  

**c. Use Banner coding to enforce prerequisite course(s)?**   X   Yes        No

**d. Who may waive prerequisite(s)?**

       No one   X   Chair        Instructor        Advisor   X   Other (CMN graduate coordinator)

**14. Co-requisite(s):**   None  

**15. Enrollment restrictions**

**a. Degrees, colleges, majors, levels, classes which may take the course:**   CMN Graduate Students  

**b. Degrees, colleges, majors, levels, classes which may not take the course:**   All others  

**16. Repeat status:**   X   May not be repeated        May be repeated once with credit

**17. Enter the limit, if any, on hours which may be applied to a major or minor:**   3  

**18. Grading methods:**   X   Standard        CR/NC    Audit        ABC/NC

**19. Special grading provisions:**

       Grade for course will not count in a student's grade point average.

       Grade for course will not count in hours toward graduation.

       Grade for course will be removed from GPA if student already has credit for or is registered in:  
\_\_\_\_\_

       Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: \_\_\_\_\_

**20. Additional costs to students:**

Supplemental Materials or Software        None \_\_\_\_\_

Course Fee   X   No        Yes, Explain if yes \_\_\_\_\_

**21. Community college transfer:**

       A community college course may be judged equivalent.

  X   A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

## **Rationale, Justifications, and Assurances (Part I)**

1. X Course is required for the major(s) of \_\_\_\_MA in Communication Studies\_\_\_\_  
\_\_\_\_ Course is required for the minor(s) of \_\_\_\_  
\_\_\_\_ Course is required for the certificate program(s) of \_\_\_\_  
\_\_\_\_ Course is used as an elective

2. **Rationale for proposal:** This will be a required course in the revised Communication Studies master's program core. It will enable a detailed study of contemporary issues in Communication Studies that are not otherwise covered by existing courses. Students will complete the course in their second year, as they focus on greater application of theoretical perspectives from across the discipline.

3. **Justifications for (answer N/A if not applicable)**

Similarity to other courses: N/A

Prerequisites: CMN 5020, CMN 5040, and CMN 5240 are prerequisites and are taken during the student's first year in the MA program. These courses will offer the foundational understanding necessary for CMN 5550, which will be taken in the second year.

Co-requisites: N/A

Enrollment restrictions: The course is designed to give CMN graduate students an opportunity for advanced study in topics that cut across our current concentrations. The course assumes advanced knowledge of communication theory and research practices, as well as a significant background in communication at the graduate level. Therefore, students who are not seeking the MA in Communication Studies would not have the background necessary to be successful in this course.

Writing active, intensive, centered: N/A

4. **General education assurances (answer N/A if not applicable)**

General education component: N/A

Curriculum: N/A

Instruction: N/A

Assessment: N/A

5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**

Online or hybrid delivery justification: N/A

Instruction: N/A

Integrity: N/A

Interaction: N/A

## **Model Syllabus (Part II)**

**1. Course Number and Title:** CMN 5550: Special topics in Communication Studies

**2. Catalog Description:** Seminar in special topics not covered in depth in other Communication Studies courses. Focuses on the application of theory to contemporary issues and combines various perspectives from across the discipline. Topic will vary from semester to semester.

### **3. Learning Objectives:**

\* Graduate learning goals are noted in parentheses

Upon completion of this course, students will be able to:

- discuss relevant theories and employ them in appropriate communicative contexts (depth of content knowledge, critical thinking, effective oral and written skills, advanced scholarship)
- critically evaluate research studies related to the topic (depth of content knowledge, critical thinking, effective oral and written skills, advanced scholarship)
- recognize connections between perspectives in the Communication Studies field (depth of content knowledge, critical thinking, effective oral and written skills, advanced scholarship)
- evaluate communication in relevant contexts and generate appropriate recommendations (depth of content knowledge, critical thinking, effective oral and written skills, advanced scholarship)

### **4. Course Materials:**

Weekly readings will be posted on the university's online learning management system.

**\*\*\*The following assumes a sample topic course in Health Communication as a course example**

### **5. Weekly outline of content**

Week 1: Social construction of health and illness; social, cultural, and political discourses about health

Week 2: Models of individual health behavior

Week 3: Models of interpersonal health behavior change

Week 4: Models of community and group health behavior change

Week 5: Patient Provider communication

Week 6: Patient empowerment and participation

Week 7: Family communication and social support

Week 8: Power and privilege: Disparities in medical care

Week 9: Healthcare interventions and interactions with marginalized populations

Week 10: Critique of mediated health messages

Week 11: Entertainment education

Week 12: Public Health Advocacy

Week 13: Health campaign development, theory and practice

Week 14: Health campaign assessment

Week 15: Technology and health: telemedicine, ehealth, mhealth

Week 16: Final exam week: project presentations

### **6. Assignments:**

Theoretical conversation paper (20%): You will choose three theorists (one or two theorists of individual health behavior models and one or two theorists of interpersonal/ community behavior change models) and write a 5 – 7 page paper that puts those individuals in conversation with one another to compare, contrast, and extend each of their perspectives.

Reflection paper (20%) – Discuss what your perspective on health and healthcare is and what factors have influenced it. This 5 to 7 page paper should consider your own cultural and socioeconomic background, personal and familial experiences with health and healthcare, the way you address health and wellness with important others, and any additional communicative factors that inform your perspective.

Final Paper and Presentation (40%) - Health campaign critique – This paper should be a culmination of the topics discussed this semester. It should demonstrate your understanding of theory and practice related to health communication. You will choose a national or international health campaign. Gather texts and materials related to the campaign. Analyze the campaign using models of health behavior and health behavior change, an understanding of power and privilege as well as the strategic elements of campaign design. Compose a 15 to 20-page paper that identifies and discusses the campaign, your methods of analysis/assessment, your critique, and recommendations for improvement. You will present your findings and recommendations in a 12 to 15 minute formal presentation during the final exam period.

Discussion leader (20%) – Each student will choose one week to lead on two of the assigned readings. Acting as discussion leader will include the development of 10 to 12 critical questions about the readings and a handout for the class.

### 7. Grading scale:

Letter grades will be assigned based on the following scale:

A = 90-100%

B = 80-89.9%

C = 70-79.9%

D = 60-69.9%

F = Below 60%

### 8. Correlation of learning objectives to assignments and evaluation.

	<b>Theoretical conversation paper (20%)</b>	<b>Reflection Paper (20%)</b>	<b>Final Paper and Presentation (40%)</b>	<b>Discussion Leader (20%)</b>
Discuss relevant theories and employ them in appropriate communicative contexts (depth of content knowledge, critical thinking, effective oral and written skills, advanced scholarship)	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Critically evaluate research studies related to the topic (depth of content knowledge, critical thinking, effective oral and written skills, advanced scholarship)			<b>X</b>	<b>X</b>
Recognize connections between perspectives in the Communication Studies field (depth of content knowledge, critical thinking, effective oral and written skills, advanced scholarship)	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Evaluate communication in relevant contexts and generate appropriate recommendations (depth of content knowledge, critical thinking, effective oral and written skills, advanced scholarship)		<b>X</b>	<b>X</b>	<b>X</b>

**Date approved by the department or school: January 25, 2016**

**Date approved by the college curriculum committee:**

**Date approved by the Honors Council (if this is an honors course):**

**Date approved by CAA: CGS:**