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**Curriculum Committee Form B:
Discipline Objectives and Requirements**

Show the complete text of any section being changed with additions underlined and deletions in strikethrough font. If no changes are being proposed in a section, indicate "no change" in that section.

All changes become effective the fall semester following Campus Assembly approval.

Date: 8/28/08

Discipline/Division: Communication, Media, and Rhetoric B.A.
Division of Humanities – Adm
Division of Humanities

- Requirements for this program are current for Fall 2008.
- Required credits to graduate with this degree: 120.
- Required credits within the major: 40.42
- Degree: Bachelor of Arts.

I. Introductory Statement:

~~The communication, media, and rhetoric curriculum is designed to introduce UMM students to the study of the multidimensional nature of communication, to promote the skills of lifelong learning for producers and consumers of messages, and to develop in students the capabilities for active involvement in a participatory democracy.~~
The mission of the Communication, Media & Rhetoric discipline is to provide an introduction to the breadth of scholarship in communication history, communication theory, and communication contexts. UMM students in the CMR major study the multidimensional nature of a variety of types of communication processes, the activities of message production, and the analysis and evaluation of personal, public and mass communication, in order to develop skills of life-long learning and refine capabilities for active involvement in a participatory democracy.

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II. Objectives:

~~Objectives--Students develop a historical and theoretical understanding of communication, media, and rhetoric. Students use a variety of assigned theoretical approaches appropriate to these three areas to describe and evaluate assigned or chosen discourse.~~

Students participate in a variety of oral communication assignments using informative and persuasive speaking techniques effectively.

The curriculum is designed to ensure that students:

*develop a historical and theoretical understanding of the three areas of Communication, Media & Rhetoric

*use a variety of assigned theoretical approaches appropriate to these three areas to describe and evaluate assigned or chosen discourse

*demonstrate advanced mastery of a variety of ways to construct and send messages.

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III. Assessment of the Major – How do proposed curricular changes affect the assessment of the goals and objectives of the major?:

CMR Discipline objectives

Objective #1 Students develop a historical and theoretical understanding of the three areas of Communication, Media & Rhetoric.

Expected Outcomes 1

- a) Students will be able to compare and evaluate various theoretical approaches.
- b) Students will demonstrate an awareness of the historical dimensions of theory building.
- c) Students will understand the complexity and richness of human communication.

Sources of Outcomes: 1-a)—CMR 3x01 theory courses; 1-b)—CMR intro (1101); 1-c)—in many classes, especially CMR 1062

Objective #2 Students use a variety of assigned theoretical approaches appropriate to these three areas to describe and evaluate assigned or chosen discourse.

Expected Outcomes 2

- a) Students will choose from a variety of methods to describe and evaluate a specific act or artifact.
- b) Students will use critical thinking skills, and will compose reasoned analysis of a specific act or artifact.

Sources of Outcomes: in upper-level CMR electives, and in Senior Capstone 4901

Objective #3 Students demonstrate advanced mastery of a variety of ways to construct and send messages.

Expected Outcomes 3

The students will be able to design and deliver effective messages.

- a) Students participate in a variety of oral communication assignments using informative and persuasive speaking techniques.
- b) Students participate in a variety of mediated communication assignments using multiple techniques.
- c) Students write papers explaining the use of communication techniques.

Sources of Outcomes: 3-a)—CMR 1052 and CMR 4152; 3-b) --Media classes and classes analyzing mediated messages; 3-c)—all classes, review CMR 4901

IV. Requirements for a Major:

Students are required to take 2 semester(s) of any second language.

Up to 4 credits of coursework with a grade of D or D+ may be used to meet the major requirements if offset by an equivalent number of credits of A or B. Required courses may not be taken S-N unless offered S-N only.

A minimum GPA of 2.00 is required in the major to graduate. The GPA includes all, and only, University of Minnesota coursework. Grades of "F" are included in GPA calculation until they are replaced.

Required Courses

CMR 1052 - Introduction to Public Speaking, E/CR (2.0 cr)

CMR 1062- Introduction to Interpersonal & Group Communication, HUM (4.0 cr)

CMR ~~2101~~ 1101- Introduction to Theories of Communication, Media, and Rhetoric, HUM (4.0 cr)

~~CMR 3101 - History of Rhetoric from the Classical to Modern Periods, IP (4.0 cr)~~

~~CMR 3301 - Media Theory, Criticism, and Problems, SS (4.0 cr)~~

~~CMR 3401 - Human Communication Theory, SS (4.0 cr)~~

~~Take exactly 1 course(s) from the following:~~

~~• CMR 3111 - History of Rhetoric in the Contemporary Period, HUM (4.0 cr)~~

~~• CMR 3211 - Public Address, HUM (4.0 cr)~~

~~Take exactly 1 course(s) from the following:~~

~~• CMR 3311 - Social Uses of the Media, E/CR (4.0 cr)~~

~~• CMR 3321 - Principles of Television Broadcasting, HUM (4.0 cr)~~

~~Take exactly 1 course(s) from the following:~~

~~• CMR 3411 - Intercultural Communication Theory and Research, HDIV (4.0 cr)~~

~~• CMR 3421 - Organizational Communication Theory and Research, SS (4.0 cr)~~

~~Take exactly 1 course(s) from the following:~~

~~• CMR 4151- Argumentation: Theory and Practice, HUM (4.0)~~

CMR 4152 Advanced Public Speaking, HUM (4.0 cr)

CMR 4201 - Persuasion: Receiver Analysis, HUM (4.0 cr)

CMR 4900 - Communication, Media, and Rhetoric Seminar I (1.0 cr)

CMR 4901 - Communication, Media, and Rhetoric Seminar II, HUM (3.0 cr)

Elective Courses

~~Take 1 or more course(s) from the following:~~

~~• CMR 3111 - History of Rhetoric in the Contemporary Period, HUM (4.0 cr)~~

~~• CMR 3121 - Rhetoric in the Movies: The Classic Genres, HUM (4.0 cr)~~

~~• CMR 3211 - Public Address, HUM (4.0 cr)~~

~~• CMR 3251 - Free Speech on Trial: Communication Perspectives on Landmark Supreme Court Decisions, E/CR (4.0 cr)~~

~~• CMR 3311 - Social Uses of the Media, E/CR (4.0 cr)~~

~~• CMR 3321 - Principles of Television Broadcasting, HUM (4.0 cr)~~

~~• CMR 3331 - Mass Media and Society, SS (4.0 cr)~~

~~• CMR 3411 - Intercultural Communication Theory and Research, HDIV (4.0 cr)~~

~~• CMR 3421 - Organizational Communication Theory and Research, SS (4.0 cr)~~

~~• CMR 4151 - Argumentation: Theory and Practice, HUM (4.0 cr)~~

~~• CMR 4201 - Persuasion: Receiver Analysis, HUM (4.0 cr)~~

~~• CMR 3xxx~~

— • **CMR 4xxx**

take 8 or more credits from each of the following major topic areas—Communication, Media & Rhetoric:

COMMUNICATION electives:

- CMR 2411 Health Communication, HUM (4.0 cr)**
- CMR 2421 Business and Professional communication E/CR (4.0 cr)**
- CMR 3401 Communication Theory SS (4.0 cr)**
- CMR 3411 Intercultural Communication HDiv (4.0 cr)**
- CMR 3421 Organizational Communication SS (4 cr)**
- CMR 3431 Communication Research Methods HUM (4.0 cr)**
- CMR 4411 Advanced interpersonal Communication HUM (4.0 cr)**

MEDIA electives:

- CMR 1388 College Newspaper Experience (1.0 cr)**
- CMR 1389 College Radio Experience (1.0 cr)**
- CMR 2311 Media History & Society SS (4.0 cr)**
- CMR 2321 Digital Media Production HUM (4.0 cr)**
- CMR 3301 Media Theory, Criticism and Problems SS (4.0 cr)**
- CMR 3312 Media Literacy HUM (4.0 cr)**
- CMR 4341 New Media Technologies HUM (2.0 cr)**

RHETORIC electives:

- CMR 2052: Public Speaking in Legal Advocacy Settings E/CR (4.0 cr)**
- CMR 3101 Rhetorical History and Theories: Pre-Socratic to Modern periods IP (4.0 cr)**
- CMR 3111 Rhetorical Theory and Criticism HUM (4.0 cr)**
- CMR 3121 Rhetorical Criticism and Hollywood Cinema HUM (4.0 cr)**
- CMR 3211 Rhetorical Criticism of Presidential Inaugurals HUM (4.0 cr)**
- CMR 3251 Rhetorical Criticism of Free Speech Discourse E/CR (4.0 cr)**
- CMR xxxx The Rhetoric of Environmentalism HUM (4.0 cr)**
- CMR 4201 Rhetoric and Persuasion: Receiver Analysis HUM (4.0 cr)**
- CMR xxxx Rhetoric and Dissent: African-American and Feminist Discourse HUM (4.0 cr)**

V. Requirements for a Minor: (NOTE SPCH --> CMR major already approved, but re-naming of the minor is still pending Regents' approval)

Up to 4 credits of coursework with a grade of D or D+ may be used to meet the minor requirements if offset by an equivalent number of credits of A or B. Required courses may not be taken S-N **unless offered S-N only**. A minimum GPA of 2.00 is required in the minor to graduate. The GPA includes all, and only, University of Minnesota coursework. Grades of "F" are included in GPA calculation until they are replaced.

Required Courses

~~—SPCH 2101— Introduction to Theories of Speech Communication, HUM (4.0 cr)~~

~~—Take exactly 1 course(s) from the following:~~

- ~~— • SPCH 3101— History of Rhetoric from the Classical to Modern Periods, IP (4.0 cr)~~
- ~~— • SPCH 3111— History of Rhetoric in the Contemporary Period, HUM (4.0 cr)~~
- ~~— • SPCH 3211— Public Address, HUM (4.0 cr)~~

~~—Take exactly 1 course(s) from the following:~~

- ~~— • SPCH 3301— Media Theory, Criticism, and Problems, SS (4.0 cr)~~
- ~~— • SPCH 3311— Social Uses of the Media, E/CR (4.0 cr)~~

- • **SPCH 3321 – Principles of Television Broadcasting, HUM (4.0 cr)**
- **Take exactly 1 course(s) from the following:**
- • **SPCH 3401 – Human Communication Theory, SS (4.0 cr)**
- • **SPCH 3411 – Intercultural Communication Theory and Research, HDIV (4.0 cr)**
- • **SPCH 3421 – Organizational Communication Theory and Research, SS (4.0 cr)**
- **Take exactly 1 course(s) from the following:**
- • **SPCH 4151 – Argumentation: Theory and Practice, HUM (4.0 cr)**
- • **SPCH 4201 – Persuasion: Receiver Analysis, HUM (4.0 cr)**

CMR 1052 Introduction to Public Speaking E/CR (2.0 cr)

CMR 1062 Introduction to Interpersonal and Group Communication HUM (4.0 cr)

CMR 1101 Introduction to Theories of Communication, Media and Rhetoric HUM (4.0 cr)

10 additional credits of electives in CMR.