

University of Wisconsin-Whitewater
Curriculum Proposal Form #6

Other Curricular Action

Effective Term: 2107 (Fall 2010)

Description of Action: Creation of COMM subject area prefix to replace SPEECH prefix

Sponsor(s): Barbara Penington

Department(s): Communication

College(s): Arts and Communication

Proposal Information:

[\(Procedures for form #6\)](#)

Proposal 1: The Department of Communication requests that the subject area COMM be created to replace SPEECH. The Department requests that all existing courses have their subject areas changed to COMM.

FROM:

SPEECH 505 HISTORY OF MASS
SPEECH 520 ADVANCED AUDIO TECHNIQUES
SPEECH 526 COMMUNICATION AND GENDER
SPEECH 528 COMMUNICATION CONFLICT RESOLUTION
SPEECH 530 CORPORATE INDUSTRIAL VIDEO PRODUCTION
SPEECH 535 ADVERTISING VIDEO PRODUCTION
SPEECH 624 CROSS CULTURAL COMMUNICATION
SPEECH 627 COMMUNICATION TRAINING IN ORGANIZATIONS
SPEECH 629 ORGANIZATIONAL COMMUNICATION NEEDS ANALYSIS
SPEECH 631 MASS COMMUNICATION IN SOCIETY
SPEECH 640 NEW COMMUNICATION TECHNOLOGIES
SPEECH 690 WORKSHOP
SPEECH 691 TRAVEL STUDY
SPEECH 694 SEMINAR
SPEECH 696 SPECIAL STUDY
SPEECH 701 INTRODUCTION TO COMMUNICATION STUDIES
SPEECH 702 SEMINAR IN APPLIED PUBLIC COMMUNICATION
SPEECH 703 SEMINAR IN CORPORATE COMMUNICATION
SPEECH 722 ISSUES IN HUMAN COMMUNICATION THEORY
SPEECH 731 EFFECTS OF MASS COMMUNICATION
SPEECH 785 METHODS OF COMMUNICATION RESEARCH
SPEECH 789 APPLIED COMMUNICATION PROJECT

SPEECH 790 WORKSHOP
SPEECH 793 COMMUNICATION PRACTICUM
SPEECH 794 SEMINAR
SPEECH 796 SPECIAL STUDIES
SPEECH 798 INDIVIDUAL STUDIES
SPEECH 799 THESIS RESEARCH

TO:

COMM 505 HISTORY OF MASS
COMM 520 ADVANCED AUDIO TECHNIQUES
COMM 526 COMMUNICATION AND GENDER
COMM 528 COMMUNICATION CONFLICT RESOLUTION
COMM 530 CORPORATE INDUSTRIAL VIDEO PRODUCTION
COMM 535 ADVERTISING VIDEO PRODUCTION
COMM 624 CROSS CULTURAL COMMUNICATION
COMM 627 COMMUNICATION TRAINING IN ORGANIZATIONS
COMM 629 ORGANIZATIONAL COMMUNICATION NEEDS ANALYSIS
COMM 631 MASS COMMUNICATION IN SOCIETY
COMM 640 NEW COMMUNICATION TECHNOLOGIES
COMM 690 WORKSHOP
COMM 691 TRAVEL STUDY
COMM 694 SEMINAR
COMM 696 SPECIAL STUDY
COMM 701 INTRODUCTION TO COMMUNICATION STUDIES
COMM 702 SEMINAR IN APPLIED PUBLIC COMMUNICATION
COMM 703 SEMINAR IN CORPORATE COMMUNICATION
COMM 722 ISSUES IN HUMAN COMMUNICATION THEORY
COMM 731 EFFECTS OF MASS COMMUNICATION
COMM 785 METHODS OF COMMUNICATION RESEARCH
COMM 789 APPLIED COMMUNICATION PROJECT
COMM 790 WORKSHOP
COMM 793 COMMUNICATION PRACTICUM
COMM 794 SEMINAR
COMM 796 SPECIAL STUDIES
COMM 798 INDIVIDUAL STUDIES
COMM 799 THESIS RESEARCH

Proposal 2: The following COMM courses have pre-requisites that will change due to the change in prefix (note that Journlsm as a subject prefix should be capitalized, and this correction has been made in the "TO" section as well):

FROM:

JOURNLISM 704, Current Topics in Mass Communication

Prereq: Speech 701 or graduate equivalent determined by Graduate Coordinator.

JOURNLISM 789 (SPEECH 789) Applied Communication Project Credits

Prereq: The completion of an ACP proposal form (forms available at

<http://academics.uww.edu/commgrads/forms.html> topic, or from the graduate program coordinator), and completion of 18 graduate units including Speech 701, Speech 722, and Speech 785. Note,

Speech/Journalism 799 Thesis Credits and Speech/Journalism 789 ACP credits may not be taken concurrently with Speech/Journalism 798 Independent Study credits.

JOURNALISM 793 (SPEECH 793), Communication Practicum

Prereq: Completion of 18 graduate level units including SPEECH 701, SPEECH 722, and SPEECH 785 and a practicum contract developed in consultation with the faculty supervisor and professional supervisor.

JOURNALISM 798 (SPEECH 798), Individual Studies

Prereq: Students must complete the Independent Studies Form located at <http://academics.uww.edu/commgrads/forms.html> or available from the Communication Department office prior to registering for this course. The form requires signatures from the instructor supervising the independent study and from the graduate coordinator. Note, Speech/Journalism 799 Thesis Credits and Speech/Journalism 789 ACP credits may not be taken concurrently with Speech/Journalism 798 Independent Study credits.

JOURNALISM 799 (SPEECH 799), Thesis Research

Students must complete a Thesis Proposal Form in the Graduate Coordinator's office before registering for this course. This course may be repeated once for a total of 6 thesis units.

Prereq: Guided investigation of an approved thesis topic. Students may receive credit for research activities planned in conjunction with their advisers and leading to the completion of a master's degree.
Prereq: Students must complete 18 graduate level units including 701, 722, and 785, and submit a signed thesis prospectus (forms available from the Graduate Program Coordinator and the department website at <http://academics.uww.edu/commgrads/forms.html>) developed in consultation with their capstone faculty committee. In addition, students must complete the Graduate school thesis proposal form (available at <http://www.uww.edu/gradstudies/thesisform.php>.) Note, Journalism 799 credits may not be taken concurrently with Speech/Journalism 798 credits.

SPEECH 629, Organizational Communication Needs Analysis

Prereq: SPEECH 327 and JOURNALISM/SPEECH 485, or consent of Graduate Coordinator.

SPEECH 702, Seminar In Applied Public Communication

Prereq: Speech 701 or graduate equivalent determined by Graduate Coordinator.

SPEECH 703, Seminar In Corporate Communication

Prereq: Speech 701 or graduate equivalent determined by Graduate Coordinator.

SPEECH 722 , Issues In Human Communication Theory

Prereq: SPEECH 422 or consent of Graduate Coordinator, and SPEECH 701

SPEECH 731 , Effects Of Mass Communication

Prereq: SPEECH/JOURNALISM 431, or SPEECH 232, or course equivalent as determined by graduate coordinator

SPEECH 785, Methods Of Communication Research

Prereq: SPEECH 485 or consent of graduate coordinator, and SPEECH 701

SPEECH 789 (JOURNALISM 789), Applied Communication Project Credits

Prereq: The completion of an ACP proposal form (forms available at <http://academics.uww.edu/commgrads/forms.html> topic, or from the graduate program coordinator), and completion of 18 graduate units including Speech 701, Speech 722, and Speech 785. Note,

Speech/Journalism 799 Thesis Credits and Speech/Journalism 789 ACP credits may not be taken concurrently with Speech/Journalism 798 Independent Study credits.

SPEECH 793 (JOURNLSM 793), Communication Practicum

Prereq: Completion of 18 graduate level units including SPEECH 701, SPEECH 722, and SPEECH 785 and a practicum contract in consultation with the faculty supervisor and professional supervisor. The contract will include a description of the expectations the faculty supervisor and professional supervisor have of the student including delineation of the student's specific responsibilities while involved in the practicum.

SPEECH 798 (JOURNLSM 798), Individual Studies

Prereq: Students must complete the Independent Studies Form located at <http://academics.uww.edu/commgrads/forms.html> or available from the Communication Department office prior to registering for this course. The form requires signatures from the instructor supervising the independent study and from the graduate coordinator. Note, Speech/Journalism 799 Thesis Credits and Speech/Journalism 789 ACP credits may not be taken concurrently with Speech/Journalism 798 Independent Study credits.

SPEECH 799 (JOURNLSM 799), Thesis Research

Prereq: Guided investigation of an approved thesis topic. Students may receive credit for research activities planned in conjunction with their advisers and leading to the completion of a master's degree. Prereq: Students must complete 18 graduate level units including 701, 722, and 785, and submit a signed thesis prospectus (forms available from the Graduate Program Coordinator and the department website at <http://academics.uww.edu/commgrads/forms.html>) developed in consultation with their capstone faculty committee. In addition, students must complete the Graduate school thesis proposal form (available at <http://www.uww.edu/gradstudies/thesisform.php>.) Note, Journalism 799 credits may not be taken concurrently with Speech/Journalism 798 credits.

TO:

JOURNLSM 704, Current Topics in Mass Communication

Prereq: **COMM 701** or graduate equivalent determined by Graduate Coordinator.

JOURNLSM 789 (COMM 789) Applied Communication Project Credits

Prereq: The completion of an ACP proposal form (forms available at <http://academics.uww.edu/commgrads/forms.html> topic, or from the graduate program coordinator), and completion of 18 graduate units including **COMM 701**, **COMM 722**, and **COMM 785**. Note, **COMM/JOURNLSM 799** Thesis Credits and **COMM/JOURNLSM 789** ACP credits may not be taken concurrently with **COMM/JOURNLSM 798** Independent Study credits.

JOURNLSM 793 (COMM 793), Communication Practicum

Prereq: Completion of 18 graduate level units including **COMM 701**, **COMM 722**, and **COMM 785** and a practicum contract developed in consultation with the faculty supervisor and professional supervisor.

JOURNLSM 798 (COMM 798), Individual Studies

Prereq: Students must complete the Independent Studies Form located at <http://academics.uww.edu/commgrads/forms.html> or available from the Communication Department office prior to registering for this course. The form requires signatures from the instructor supervising the independent study and from the graduate coordinator. Note, **COMM/JOURNLSM 799** Thesis Credits and **COMM/JOURNLSM 789** ACP credits may not be taken concurrently with **COMM/JOURNLSM 798** Independent Study credits.

JOURNLSM 799 (COMM 799), Thesis Research

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Prereq: Students must complete 18 graduate level units including 701, 722, and 785, and submit a signed thesis prospectus (forms available from the Graduate Program Coordinator and the department website at <http://academics.uww.edu/commgrads/forms.html>) developed in consultation with their capstone faculty committee. In addition, students must complete the Graduate school thesis proposal form (available at <http://www.uww.edu/gradstudies/thesisform.php>.) Note, **JOURNLSM 799** credits may not be taken concurrently with **COMM/JOURNLSM 798** credits.

COMM 629, Organizational Communication Needs Analysis

Prereq: **COMM 327** and **JOURNLSM/COMM 485**, or consent of Graduate Coordinator.

COMM 702, Seminar In Applied Public Communication

Prereq: **COMM 701** or graduate equivalent determined by Graduate Coordinator.

COMM 703, Seminar In Corporate Communication

Prereq: **COMM 701** or graduate equivalent determined by Graduate Coordinator.

COMM 722 , Issues In Human Communication Theory

Prereq: **COMM 422** or consent of Graduate Coordinator and **COMM 701**

COMM 731 , Effects Of Mass Communication

Prereq: **COMM/JOURNLSM 431**, or **COMM 232**, or course equivalent as determined by graduate coordinator

COMM 785, Methods Of Communication Research

Prereq: **COMM 485** or consent of graduate coordinator and **COMM 701**

COMM 789 (JOURNLSM 789) , Applied Communication Project Credits

Prereq: The completion of an ACP proposal form (forms available at <http://academics.uww.edu/commgrads/forms.html> topic, or from the graduate program coordinator), and completion of 18 graduate units including **COMM 701**, **COMM 722**, and **COMM 785**. Note, **COMM/JOURNLSM 799** Thesis Credits and **COMM/JOURNLSM 789** ACP credits may not be taken concurrently with **COMM/JOURNLSM 798** Independent Study credits.

COMM 793 (JOURNLSM 793), Communication Practicum

Prereq: Completion of 18 graduate level units including **COMM 701**, **COMM 722**, and **COMM 785** and a practicum contract in consultation with the faculty supervisor and professional supervisor. The contract will include a description of the expectations the faculty supervisor and professional supervisor have of the student including delineation of the student's specific responsibilities while involved in the practicum.

COMM 798 (JOURNLSM 798), Individual Studies

Prereq: Students must complete the Independent Studies Form located at <http://academics.uww.edu/commgrads/forms.html> or available from the Communication Department office prior to registering for this course. The form requires signatures from the instructor supervising the independent study and from the graduate coordinator. Note, **COMM/JOURNLSM 799** Thesis Credits and **COMM/JOURNLSM 789** ACP credits may not be taken concurrently with **COMM/JOURNLSM 798** Independent Study credits.

COMM 799 (JOURNLSM 799), Thesis Research

Prereq: Guided investigation of an approved thesis topic. Students may receive credit for research activities planned in conjunction with their advisers and leading to the completion of a master's degree.

Prereq: Students must complete 18 graduate level units including 701, 722, and 785, and submit a signed thesis prospectus (forms available from the Graduate Program Coordinator and the department website at <http://academics.uww.edu/commgrads/forms.html>) developed in consultation with their capstone faculty committee. In addition, students must complete the Graduate school thesis proposal form (available at <http://www.uww.edu/gradstudies/thesisform.php>.) Note, JOURNLSM 799 credits may not be taken concurrently with **COMM/JOURNLSM 798** credits.

Justification: It is the Communication Department's view that the SPEECH prefix suggests that all courses designated as such are heavily concentrated on Public Speaking which is not the case. Furthermore, the Department has identified the prefix COMM (for Communication) as more accurately describing courses previously designated with the SPEECH prefix. This proposal parallels what has happened in the Communication discipline. The term "Speech" has been dropped from the title of the discipline's primary organization (e.g. "Speech Communication Association" has been changed to "National Communication Association"). This change is proposed for our undergraduate as well as our graduate courses to maintain consistency especially in dual-listed courses. Prerequisites for graduate courses must have SPEECH prefixes changed to COMM.