

Field of Study Curricula for Communication – Framework

Communication degrees must be flexible and adaptable due to rapidly changing and emerging communication technologies. Therefore, the Advisory Committee to Develop a Field of Study Curriculum for Communication (Committee) intends that the Field of Study Curricula for Communication (FOSC for Communication) will serve as a *framework* within which: (1) current students may transfer more easily between state-supported institutions, and (2) new communication media degrees may be developed or adapted as the communication technology evolves.

To accomplish those dual goals, the Committee has chosen to list broad competencies under which 12 to 15 semester credit hours (SCH) of lower-division coursework in each degree plan constitute the FOSC for Communication for Bachelor of Arts (BA) and Bachelor of Science (BS) degree programs in all communication areas (listed as Communications, general). Each of four sub-areas in Communication would constitute a discrete Field of Study Curriculum: (1) Advertising/Public Relations, (2) Journalism/Mass Communication, (3) Radio & Television Broadcasting/Broadcast Journalism, and (4) General Communication/Communication Studies/Speech Communication/Speech & Rhetorical Studies/Organizational Communication.

A student who transfers from one institution of higher education to another without completing the applicable sub-area Field of Study Curriculum for Communication of the sending institution shall receive academic credit in the sub-area Field of Study Curriculum for each of the courses that the student has successfully completed in the sub-area Field of Study Curriculum of the sending institution. Following receipt of credit for these courses, the student may be required to satisfy further course requirements in the sub-area Field of Study Curriculum of the receiving institution. Practicum and internship hours are subject to the approval of the receiving institution.

The Committee has designated a “menu” of specific courses that would fulfill the applicable competency area in the Field of Study Curriculum for that sub-area. The Committee further has given institutions latitude in selecting the number of SCH within each competency area that they will set as their degree requirements for their native students. However, each institution will accept the complete sub-area Field of Study Curriculum and apply the credit toward the appropriate communication degree program for the block of courses transferred.

Institutions that choose to offer a Field of Study Curriculum for one or more sub-areas in Communication are not required to offer all courses included in the applicable sub-area menu(s). Rather, such institutions are required to offer a 12-to-15-SCH block of courses for the applicable sub-area, which includes at least 6 to 9 SCH of courses listed under Competency Area 1 and 3 to 9 SCH of courses listed under Competency Area 2. The communication faculty at each institution that offers FOSC for Communication may designate from among the courses included in each menu specific courses in their programs that will fulfill the FOSC for Communication competencies. These courses will comprise the 12-to-15-SCH FOSC for Communication that will transfer between Texas higher education institutions as the lower-division requirements for a baccalaureate degree in the various communication areas.

Colleges and universities will accept at least a 12-SCH block, with an institutional prerogative to accept 15 SCH. Colleges and universities may deny the transfer of credit for courses with a grade of “D” as applicable to the student’s field of study courses. Transfer

students may be required to complete between 3 and 6 additional lower-division SCH in their majors, if the receiving institution has additional lower-division courses that are: (1) specific to any communication degree, (2) required of their native students, (3) needed for the successful completion of advanced coursework at that institution, and (4) not duplicative in content of any course in the applicable sub-area Field of Study Curriculum for Communication that the student already has completed.

The Field of Study Curricula for Communication may serve as the foundation for teacher preparation and must be included in teacher certification requirements, but the Field of Study Curricula do not constitute the complete body of knowledge or competencies needed by and expected of certified teachers of communication. Therefore it is recommended that certification of K-12 teachers in any area of communication be limited exclusively to those with an earned four-year degree in that area of communication. (Note: Certification of K-12 teachers in Texas is under the authority of the State Board for Educator Certification.)

Implementing these Field of Study Curricula for Communication or any other field of study depends upon trained academic advisers at each institution. The Committee urges the Coordinating Board to require that institutions adopt policies and procedures for the training of academic counselors to implement the FOSC for Communication frameworks.

Field of Study Curricula for Communication -- Competencies

Competency descriptions: The total semester credit hours (SCH) for the Field of Study Curricula for Communication must be between 12 to 15 SCH taken from the competencies below:

Competency Area 1

- 6 to 9 SCH through which students gain **historical, theoretical, and/or analytical competency** of the communication field and/or sub-area (Advertising/Public Relations, Journalism/Mass Communication, Radio & Television Broadcasting/Broadcast Journalism, or General Communication/Communication Studies/Speech Communication/Speech & Rhetorical Studies/Organizational Communication).

Competency Area 2

- 3 to 9 SCH in which students demonstrate competency in **writing/performance/production** courses relevant to the sub-area.

For each of the current sub-areas in Communication (Advertising/Public Relations, Journalism/Mass Communication, Radio & Television Broadcasting/Broadcast Journalism, or General Communication/Communication Studies/Speech Communication/Speech & Rhetorical Studies/ Organizational Communication), the courses listed in the following table would fulfill the applicable competency area in the FOSC for Communication. *However, institutions that choose to offer a Field of Study Curriculum for one or more sub-areas in Communication are not required to offer all courses included in the applicable sub-area menu(s).*

Field of Study Curricula for Communication – Courses*

- **Note for students and counselors:** For each of the current sub-areas in Communication, the courses listed would fulfill the applicable competency area in the Field of Study Curriculum for that sub-area. Existing and proposed courses are listed in alphabetical order, based on their generic *Lower-Division Academic Course Guide Manual (ACGM)* course names. Because institutions may have different course titles for the same ACGM course, Texas Common Course Numbers (TCCN) are included in parentheses. Courses with a grade of “D” or lower will not transfer.
- **Note for institutions:** Each institution will accept the complete sub-area Field of Study Curriculum and apply the credit toward the appropriate communication degree program for the block of courses transferred. Institutions will accept at least a 12-SCH block, with an institutional prerogative to accept 15 SCH. Institutions that choose to offer a Field of Study Curriculum for one or more sub-areas in Communication are not required to offer all courses included in the applicable sub-area menu(s). Rather, such institutions are required to offer a 12-to-15-SCH block of courses for the applicable sub-area, which includes at least 6-9 SCH of courses listed under Competency Area 1 and 3-9 SCH of courses listed under Competency Area 2.

Total Block of 12 SCH (15-SCH block accepted at prerogative of accepting institution)		Sub-Areas**			
		Advertising/Public Relations	Journalism/Mass Communication	Radio & Television Broadcasting/ Broadcast Journalism	General Communication/ Communication Studies/Speech Communication/ Speech & Rhetorical Studies/ Organizational Communication
Competency Area 1	Historical/ Theoretical/ Analytical 6-9 SCH selected from:	<ul style="list-style-type: none"> • Intro to Mass Comm. (COMM 1307) • Intro to Public Relations (COMM 2330) • Intro to Technology & Human Communication (SPCH/COMM 2301) • Media Literacy (COMM 2300) • Intro to Advertising (COMM 2327) 	<ul style="list-style-type: none"> • Intro to Mass Comm. (COMM 1307) • Intro to Public Relations (COMM 2330) • Intro to Technology & Human Communication (SPCH/COMM 2301) • Media Literacy (COMM 2300) • News Gathering & Writing I (COMM 2311)* • Intro to Advertising (COMM 2327) • Principles of Journalism (COMM 2302) • Survey of Radio/TV (COMM 1335) 	<ul style="list-style-type: none"> • Intro to Film (DRAM 2366/COMM 2366) • Intro to Mass Comm. (COMM 1307) • Intro to Technology & Human Communication (SPCH/COMM 2301) • Media Literacy (COMM 2300) • Survey of Radio/TV (COMM 1335) 	<ul style="list-style-type: none"> • Discussion & Small Group Communication (SPCH 2333) • Interpersonal Communication (SPCH 1318) • Intro to Speech Communication (SPCH 1311) • Intro to Technology & Human Communication (SPCH/COMM 2301)
	Writing/ Performance/ Production 3-9 SCH selected from:	<ul style="list-style-type: none"> • Advertising Art I (COMM 2328) • Advertising Art II (COMM 2329) • Editing & Layout (COMM 2305) • News Gathering & Writing I (COMM 2311) • News Gathering & Writing II (COMM 2315) • Photography I (COMM 1318) • Photography II (COMM 1319) • Radio/TV News (COMM 2332) • TV Production I (COMM 1336) • TV Production II (COMM 1337) • Writing for Radio, TV, & Film (COMM 2339) 	<ul style="list-style-type: none"> • Editing & Layout (COMM 2305) • Interviewing (SPCH/COMM 2316) • News Gathering & Writing I (COMM 2311)* • News Gathering & Writing II (COMM 2315) • News Photography I (COMM 1316) • News Photography II (COMM 1317) • Photography I (COMM 1318) • Photography II (COMM 1319) • Radio/TV News (COMM 2332) • Writing for Radio, TV, & Film (COMM 2339) 	<ul style="list-style-type: none"> • Audio/Radio Production (COMM 2303) • Interviewing (SPCH/COMM 2316) • Intro to Cinematic Production (COMM 2304) • News Gathering & Writing I (COMM 2311) • News Gathering & Writing II (COMM 2315) • Radio/TV Announcing (COMM 2331) • Radio/TV News (COMM 2332) • TV Production I (COMM 1336) • TV Production II (COMM 1337) • Writing for Radio, TV, & Film (COMM 2339) 	<ul style="list-style-type: none"> • Interviewing (SPCH/COMM 2316) • Argumentation & Debate (SPCH 2335) • Business & Professional Communication (SPCH 1321) • Oral Interpretation (SPCH 2341) • Public Speaking (SPCH 1315) • Voice & Diction (SPCH 1342)

* A course may count toward only one competency area, as designated by the sending institution.

** Each sub-area constitutes a discrete Field of Study Curriculum. Students who change emphasis from one sub-area to another should expect a change of sub-area Field of Study Curriculum.

Note: Transfer students may be required to complete between 3 to 6 **additional** lower-division SCH in their major, if the receiving institution has additional lower-division courses that are: 1) specific to any communication degree, 2) required of their native students, 3) needed for the successful completion of advanced coursework at that institution, and 4) not duplicative in content of any course in the applicable sub-area Field of Study Curriculum for Communication that the student already has completed.

Field of Study Curricula for Communication – Revisions to ACGM

In order to facilitate the implementation of the Field of Study Curricula for Communication, this Committee recommends that the Academic Course Guide Manual Advisory Committee update the communication curriculum titles and course descriptions in the *Lower-Division Academic Course Guide Manual (ACGM)* and consider new courses to be added to the ACGM. Specifically, new lower-division, introductory courses and revisions to existing courses should be considered as follows:

Additions to ACGM

SPCH 2316 Interviewing (cross-listed as COMM 2316)

Application of communication concepts in selected interview settings with emphasis on dyadic communication, questioning techniques, interview structure, and persuasion. (3-3-48)*

SPCH 2301 Introduction to Technology and Human Communication (cross-listed as COMM 2301)

A survey of emerging interactive communication technologies and how they influence human communication, including interpersonal, group decision-making, and public and private communication contexts. (3-3-48)

COMM 2316 Interviewing (cross-listed as SPCH 2316)

Application of communication concepts in selected interview settings with emphasis on dyadic communication, questioning techniques, interview structure, and persuasion. (3-3-48)

COMM 2304 Introduction to Cinematic Production

Basic single-camera production concepts and techniques. (3-3-48)

COMM 2330 Introduction to Public Relations

Exploration of the history and development of public relations. Presentation of the theory behind and process of public relations, including the planning, implementation, and evaluation of PR campaigns. (3-3-48)

COMM 2301 Introduction to Technology and Human Communication (cross-listed as SPCH 2301)

A survey of emerging interactive communication technologies and how they influence human communication, including interpersonal, group decision-making, and public and private communication contexts. (3-3-48)

COMM 2300 Media Literacy

Criticism and analysis of the function, role, and responsibility of the mass media in modern society from the consumer perspective. Includes the ethical problems and issues facing each media format, with the effect of political, economic, and cultural factors on the operation of the media. (3-3-48)

COMM 2302 Principles of Journalism

Exploration of ethical and legal boundaries as well as issues and problems facing today's journalist. (3-3-48)

* "3-3-48" indicates three maximum SCH per student, three maximum SCH per course, and 48 maximum contact hours per course.

Revisions to ACGM

ARTS 2351 Advertising Art I

ARTS 2352 Advertising Art II

Communication of ideas through processes and techniques of graphic design and illustration.

- **Recommended Action: Courses were deleted from the ACGM. Reinstate courses as COMM 23XX and COMM 23XX.**

COMM 2327 Principles of Advertising

Fundamentals of advertising including marketing theory and strategy, copy writing, design, and selection of media.

- **Recommended Action: Revise course title to “Introduction to Advertising.”**

DRAM 2366 Development of the Motion Picture I

Emphasis on the analysis of the visual and aural aspects of selected motion pictures, dramatic aspects of narrative films, and historical growth and sociological effect of film as an art.

- **Recommended Action: Cross-list course as COMM 23XX – “Introduction to Film.”**

SPCH 1321 Business & Professional Speaking

Theories and practice of speech communication as applied to business and professional situations.

- **Recommended Action 1: Revise course title to “Business and Professional Communication.”**
- **Recommended Action 2: Revise course description to “Application and practice of communication as it applies to business and professional situations.”**