



**The Department *of*  
Communication Studies  
Undergraduate Handbook**

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## **The Mission of the Department of Communication Studies**

We exist to educate students through the study of communication.

We strive to challenge the intellect, stretch the imagination, and develop the talent of each of our students.

We believe that communication theory and performance are interdependent and essential for student development.

We value strong teaching, continuous scholarly growth, and service to our university and larger community.

We seek and support faculty members who are fully credentialed, enjoy teaching, grow as scholars, appreciate communication technology, desire a collegial atmosphere, and value the mission of West Chester University.

We work closely with students through dedicated advising and an impressive array of co-curricular projects and activities.

We respect diversity as a requirement for integrity, collegiality, and communication competence.

## I. INTRODUCTION

This handbook has been prepared to provide students with a guide to the B.A. in Communication Studies degree program. It is intended to supplement rather than replace the university catalog and other official university publications. Students are encouraged to keep this handbook throughout their association with the department. Students will find this handbook helpful in planning their program and in maintaining a record of their progress toward completing the requirements for the B.A. degree in Communication Studies.

## II. FACULTY AND STAFF

The faculty and staff in the Department of Communication Studies are highly trained professionals who are dedicated to helping students. They are willing and able to assist in many and various academic matters. To secure assistance in planning a course of study, all students should meet with their advisor. Students must meet with their advisor at least once each semester in order to obtain self-scheduling clearance for the upcoming semester. When students meet with their advisor, they should review their academic file. Students are responsible for keeping their file accurate and up-to-date. The academic files of Communication Studies majors are kept in a file cabinet in the main office (Main 512) and may be secured through an advisor or the department chairperson.

The following is a listing of the faculty and their teaching/research interests:

- **MICHAEL P. BOYLE, Ph.D.**, is a teacher and scholar of mass communication, news coverage of social conflict, news framing, and television production.
- **MARY BRAZ, M.A.**, conducts research in the areas of group dynamics and social influence. She teaches small group communication and public speaking.
- **TIMOTHY BROWN, Ph.D.**, is a teacher and scholar of African American culture and communication, rhetorical theory and public communication. He is the department chairperson.
- **KEVIN DEAN, Ph.D.**, is a teacher and scholar of forensics, rhetorical theory and political communication. He is also the director of WCU's Honors Program.
- **ANITA FOEMAN, Ph.D.**, is a teacher and scholar of intercultural communication, organizational communication, and interpersonal communication.
- **MARK HICKMAN, M.A.**, studies speech, with a particular interest in public speaking and political communication. He teaches public speaking and also is the department's Director of Forensics.
- **ELAINE JENKS, Ph.D.**, studies interpersonal and relational communication with research interests in communication and visual impairment, friendship communication, and health communication.
- **MARIA (OLA) KOPACZ, Ph.D.**, studies mass communication with a focus on racial stereotyping and political reasoning. She teaches communication research, intergroup communication, and public speaking.
- **BESSIE LEE LAWTON, Ph.D.**, is interested in issues related to intercultural/interracial communication, communication and power, and public speaking.
- **DAVID LEVASSEUR, Ph.D.**, is a teacher and scholar of political communication, communication theory, rhetoric and public address.
- **EDWARD LORDAN, Ph.D.**, is a teacher and scholar of public relations and editorial communication. He advises the group Students in Communication.

- **LISA MILLHOUS, Ph.D.**, is a teacher and scholar of organizational communication and intercultural communication.
- **MICHAEL PEARSON, Ph.D.**, is a teacher and scholar of mass media, communication research, and computer-mediated communication.
- **MEGHAN L. PIERCE, Ph.D.**, is a teacher and scholar of media studies with a focus on new and social media.
- **DENISE M. POLK, Ph.D.**, is a teacher and scholar of interpersonal communication and health communication.
- **MARTIN REMLAND, Ph.D.**, is a teacher and scholar of nonverbal communication, interpersonal communication, and communication research.
- **J. KANAN SAWYER, Ph.D.**, is a teacher and scholar of social influence with a focus on political communication and business communication.
- **PHILIP A. THOMPSEN, Ph.D.**, is a teacher and scholar of new media and communication technology. He advises the student newspaper, *The Quad*. He is also our department's webmaster and educational technology coordinator.
- **MAUREEN (MOLLY) JOCHYM** is the department secretary.

### III. DEGREE PROGRAM

The degree program in the Department of Communication Studies has been designed to provide students with a comprehensive examination of the theory and practice of communication as it is spoken, written, and created for mediated audiences. At the heart of the program is the focus on oral communication as the core of a liberal education that can be applied to a number of career professions. The program which the department offers is the B.A. in Communication Studies.

#### THE B.A. IN COMMUNICATION STUDIES

To earn the B.A. degree in Communication Studies, students must complete the University general education requirements, the foreign language requirement, and the B.A. Communication Studies requirements (all are detailed in the back of this handbook). As students complete departmental requirements for the B.A. in Communication Studies or work toward a minor in Communication Studies, they are expected to demonstrate the following learning outcomes:

- **the ability to demonstrate information literacy**

The Middle States Commission on Higher Education stresses that **information literacy** ought to be a key component of a college education. The WCU general education program provides a foundation for student information literacy which is defined as a framework for identifying, finding, understanding, evaluating and using information. It includes components such as the ability to access information effectively and efficiently, critically evaluating sources of information, and using information effectively to support arguments. It is cornerstone to developing and supporting arguments through communication, regardless of whether the arguments are verbal or written. Students must recognize the assumptions underlying arguments, judge the quality of evidence provided, and apply information they find to support their own arguments. They must assess what evidence and which sources help them present their arguments most credibly. Students enrolled in communication courses will continue to develop these critical skills.

- **the ability to demonstrate effective speaking skills**

A foundational learning outcome for Communication Studies majors is to demonstrate effective speaking skills. Whenever possible, several graded speaking assignments are included in a course in which students are evaluated on their ability to organize, support, and present an effective message to an audience. Exceptions to this practice may occur when circumstances beyond control cause class size to increase to a point which prevents incorporation of a speaking assignment or when the instructor deems it inappropriate to include a graded speaking assignment. As a department:

1. Speaking experiences are provided in a variety of communication settings. These settings include dyadic, small group, public, and mass communication.
2. Students are encouraged to practice their speaking skills in such co-curricular activities as: Forensics, Students in Communication, the campus radio station, Lambda Pi Eta and state and regional communication association conventions. Evidence of participation in co-curricular activities is to be provided by students for inclusion in their departmental file.

- **the ability to demonstrate effective writing skills**

A foundational learning outcome for Communication Studies majors is to demonstrate effective writing skills. Whenever possible, several graded writing assignments are included in a course in which students are evaluated on their ability to organize, support, and construct an effective message to an audience. Exceptions to this practice may occur when circumstances beyond control cause class size to increase to a point which prevents incorporation of a writing assignment or when the instructor deems it inappropriate to include a graded writing assignment. As a department:

1. All B.A. Communication Studies majors are strongly urged to complete at least one English composition course in addition to the composition courses required for general education. A minor in journalism or writing should also be considered.
2. Students must earn a "C" grade or better in WRT120 and WRT200 (or its equivalent: 204, 205, 206, 208, or 220).

In addition to these three core learning outcomes, students encounter opportunities to hone the following competencies which relate to information literacy, speaking competency, and writing competency.

**A. Knowledge of Communication Theory**

Students are provided with an opportunity for a concentrated study of communication theory in COM 219: Communication Theory. In addition, each course in the department draws upon communication theory to help students to identify principles and practices of effective communication.

**B. Critical Thinking Ability**

Various activities involved in communication courses help to promote a student's critical thinking ability. Examples of such activities include the following: small group problem solving, analyses of case studies, applying theory to communication events, public speeches and research studies, preparation and presentation of debate cases, and the study of relationships.

**C. Research Skills**

Students who enroll in the B.A. Communication Studies program develop research skills by successfully completing a course in communication research and by successfully completing projects and activities in other communication courses. The skills developed include: reading and interpreting the findings of communication research studies; developing research questions; gathering data to answer research questions; organizing and analyzing data which is gathered; and preparing oral, written, and visual projects which are sound in content, structure, and form.

**D. Computer Literacy**

To develop students' interests and abilities in computer literacy, the department offers a course in the fundamentals of communication technology, as well as advanced courses in computer-mediated communication. Students are encouraged to enroll in additional courses in computer science, computer graphics, and web applications.

**E. Visual Literacy**

The department offers courses in media to help students improve their visual literacy and gain familiarity with concepts and styles of visual communication. To further develop their visual literacy, students are encouraged to enroll in courses in art and graphic design, and to participate in co-curricular activities such as WCU-TV and *The Quad*.

**F. Listening Competency**

Competency in listening is promoted through the inclusion of topics and assignments related to critical and active listening in several of the required communication courses.

**G. Ethics**

The skillful use of communication can have powerful and far-reaching effects. Because of this, those who provide training in communication assume an obligation to promote its ethical use. To meet this obligation instructors in the department identify and enforce ethical standards in all classes and cocurricular activities, they model ethical behavior in their speaking, teaching, and research, and they promote understanding of ethical responsibility by sponsoring and promoting programs which deal with ethical responsibility in communication.

**THE COMMUNICATION STUDIES INTERNSHIP PROGRAM**

A unique feature of the B.A. Communication Studies program is that majors may secure internships ranging from 3 to 12 semester hours of credit. To qualify for an internship, a B.A. Communication Studies major must have completed at least 15 semester hours of course work in the department, and have an overall G.P.A. of 2.75 or better and a G.P.A. of 3.0 or better in departmental courses. Special requests may be made by

students who come within 0.20 of these averages. Internships can be arranged with area radio and television stations, businesses, government agencies, and service organizations. The complete internship application procedures may be found on the Communication Studies website (<http://communication.wcupa.edu>).

#### IV. DEPARTMENTAL COURSE OFFERINGS IN COMMUNICATION STUDIES

- **COM 100 INTERNSHIP IN COMPUTERIZED COMMUNICATION (1-3)**  
This Internship allows for high school seniors to engage in a structured and supervised learning experience in computerized communication.
- **COM 112 COMMUNICATION MEDIA PRACTICUM (1-3)**  
This course provides students with an opportunity to gain knowledge and skill as they do work at WCU media outlets.
- **COM 200 COMMUNICATION CAREERS PLANNING I (1)** This course is designed to introduce the first of a two-phase, career-planning process. Self-assessment and exploration are provided through assigned readings, mini-lectures, reflective exercises, and small group activities.
- **COM 201 FUNDAMENTALS OF COMMUNICATION TECHNOLOGY (3)**  
Examination of the use of computers and other technologies to create, organize, store, visualize, and present messages.
- **COM 202 SCRIPTS AND FORMATS FOR MASS MEDIA (3)**  
Students are required to analyze, evaluate, and produce scripts for a variety of mass media formats. The course emphasis is on radio, television, and film.
- **COM 204 INTERPERSONAL COMMUNICATION (3)**  
Course to give students a basic understanding of the processes and experiences of the most basic type of human communication (one-on-one).
- **COM 212 MASS COMMUNICATION (3)**  
A survey course designed to identify, analyze, and evaluate the pragmatic, persuasive, creative, and technical dimensions of mass media.
- **COM 216 SMALL GROUP COMMUNICATION (3)**  
Introduction to and practice in the structured small group. Emphasis on preparation for, analysis of, and participation in problem-solution oriented groups.
- **COM 217 INTRODUCTION TO VIDEO PRODUCTION AND EDITING (3)**  
Planning and producing the non-dramatic television production.
- **COM 219 COMMUNICATION THEORY (3)**  
A study of human communication which includes: a historical view of the field; examinations of definitions of communication; analyses of the nature of theory and the process of theorizing; assessment of perspectives of communication; and construction of models of communication.
- **COM 220 MULTI-MEDIA COMMUNICATION (3)**  
The practical application of communication theory through experiences in photography and multi-media productions. The creative potentials of combining

sound and various photographic elements will be explored with special attention given to photo journalism as used in advertising, public relations, theatre, and related mass communication studies.

- **COM 222 SUCCESSFUL WEB PUBLISHING (3)**  
Examination of problems and solutions for successful web publishing.
- **COM 224 COMMUNICATION RESEARCH (3)**  
An examination of the nature of inquiry and research in communication. Emphasis on understanding and appreciating the strengths and weaknesses of various methods of research in communication.
- **COM 250 INTERCULTURAL COMMUNICATION (3)**  
A study of factors that contribute to communication breakdowns between diverse cultures and between fragmented segments within the same society.  
Fulfills Diversity (J) course requirement.
- **COM 292 EFFECTS OF COMPUTER-MEDIATED COMMUNICATION (3)**  
An examination of the many effects of computer-mediated communication.
- **COM 295 COMMUNICATION AND DISABILITY (3)**  
This course explores how individuals communicate through and about disability. Topics covered include the place of perceptions, identity, language, non verbal behavior, and assistive technology in interpersonal communicative interactions among and about individuals with disabilities in family, friendship, and professional relationships.

- **SPK 208 PUBLIC SPEAKING (3) – fulfills general education and communication studies core requirement**  
Development of skills necessary to understand the theory of and proficiency in communication as a problem-solving tool in the community. Special emphasis is on the student's performance as a sender and receiver of messages as directed at social action.

- **SPK 230 BUSINESS & PROFESSIONAL SPEECH COMMUNICATION (3) - fulfills general education requirement**  
Practice in effective speaking and listening; reports and sales presentation; policy speeches, conference leadership techniques, group dynamics, speaking; interpersonal communication in the business and professional setting.

## UPPER LEVEL COURSE OPTIONS FOR COMMUNICATION SPECIALIZATIONS

The Department, through advising, encourages students to select courses from one of three possible areas of emphasis (Rhetoric & Public Communication, Intercultural & Interpersonal Communication, or Media & Public Relations) which will allow majors to develop a coherent program of study prior to graduation, in addition to, helping students chart a clearer and more successful career path.

## RHETORIC & PUBLIC COMMUNICATION

- **COM 309 ADVANCED PUBLIC SPEAKING (3)**  
Designing personal strategies, adapting delivery to large audiences, developing oral use of language, and speaking to live or simulated community groups.  
Prereq: COM 219, 224, and SPK 208.
- **COM 340 POLITICAL COMMUNICATION (3)**  
This course examines the functions and effects of political messages in policymaking and in campaigns. Particular attention is paid to the flow of message between politicians, the media, and the electorate.  
Prereq: COM 219, 224, and SPK 208.  
*Fulfills Interdisciplinary (I) course requirement.*
- **COM 403 PERSUASION (3)**  
Current theories of attitude and attitude change. Practice in speaking to modify behavior through appeals to the drives and motives of the listener.  
Prereq: COM 219, 224, and SPK 208.
- **COM 404 RHETORICAL THEORY AND CRITICISM (3)**  
Offers an overview of rhetorical theory from classical to contemporary times. Theory is used to analyze and assess a variety of texts such as advertisements and speeches. Prereq: COM 219, 224, and SPK 208.
- **COM 405 ARGUMENTATION AND DEBATE (3)**  
Functions and principles of argumentation and debate, including analysis, evidence, reasoning, and refutation. Class debating on vital issues.  
Prereq: COM 219, 224, and SPK 208.  
*Fulfills Writing Emphasis (W) course requirement.*
- **COM 480 COMMUNICATION AND LEADERSHIP (3)**  
This course explores the relationship between leadership and communication. Topics covered include the definition of the “leadership challenge,” the major approaches to leadership training, and the study of leadership as a metaphor for self-development.  
Prereq: COM 219, 224, and SPK 208.

## MEDIA & PUBLIC RELATIONS

- **COM 203 THE PHILADELPHIA MEDIA EXPERIENCE (3)**  
This course introduces students to the history of media professions in the Philadelphia area, exposes them to media opportunities and helps them to improve the skill set needed to obtain jobs in emerging media organizations.
- **COM 317 ADVANCED VIDEO PRODUCTION AND EDITING (3)**  
Planning the program. Preparing the shooting script. Practice in rehearsing with actors and cameras.  
Prereq: COM 219, 224, and SPK 208.

- **COM 320 COMMUNICATING ON TELEVISION AND RADIO (3)**  
For the student who, by career or circumstance, will be required to be on radio and television. The focus of the course will be on three major areas: interviewer/interviewee techniques; acting for television, including working in commercials; and news reporting, including studio and remote locations.  
Prereq: COM 219, 224, SPK 208, and THA 103.
- **COM 355 INTRODUCTION TO PUBLIC RELATIONS (3)**  
Introduces students to the theory and practice of public relations, including research, writing, and evaluation.  
Prereq: COM 219, 224, and SPK 208.
- **COM 455 PUBLIC RELATIONS MANAGEMENT (3)**  
This course is for students who have completed COM 355 and want to learn strategic planning and program implementation. Students use case studies and social science research to evaluate PR Program effectiveness.  
Prereq: COM 212, 219, 224, 355, and SPK 208.
- **COM 460 COMMUNICATION AND ADVERTISING (3)**  
This course explores the relationship between communication and advertising. Topics covered include the interconnection among advertising, media, and a range of publics, as well as the process and history of advertising, message strategies, media planning, campaign evaluation, and ethical and regulatory issues.  
Prereq: COM 212, 219, 224, and SPK 208.

## **INTERCULTURAL & INTERPERSONAL COMMUNICATION**

- **COM 307 NONVERBAL COMMUNICATION (3)**  
A study of the verbal and sensory messages we are constantly receiving. Body language and the uses of space, time, touch, objects, and color inherent in the sensory messages we receive.  
Prereq: COM 219, 224, and SPK 208.
- **COM 360 AFRICAN AMERICAN CULTURE AND COMMUNICATION (3)**  
This course will examine communication practices from an African American cultural perspective.  
Prereq: COM 219, 224, and SPK 208.
- **COM 410 CONFLICT RESOLUTION (3)**  
This course explores the means of resolving conflict through argument, negotiation, mediation, and arbitration.  
Prereq: COM 219, 224, and SPK 208.
- **COM 415 (also LIN 415) LANGUAGE, THOUGHT AND BEHAVIOR (3)**  
This course is designed to help students to understand the way language functions in the communication process.  
Prereq: COM 219, 224, and SPK 208.
- **COM 440 FRIENDSHIP COMMUNICATION (3)**  
This course explores communication in friendship relationships. Topics covered include a dialectical perspective of creating and maintaining meaning between

friends in childhood, adolescence, and adulthood, as well as how friendship communication is affected by gender, culture, school, work, romance, and family.

Prereq: COM 204, 219, 224, and SPK 208.

*Fulfills Writing Emphasis (W) course requirement.*

- **COM 445 FAMILY COMMUNICATION (3)**

This course explores communication in family relationships. Topics covered include interpersonal interaction between family members, societal influences on the family as a whole, and the place of family narratives in these communicative behaviors.

Prereq: COM 219, 224, and SPK 208.

*Fulfills Writing Emphasis (W) course requirement.*

- **COM 450 HEALTH COMMUNICATION (3)**

This course explores communication in health care settings. Topics covered include the changing perceptions of medical encounters, the language of illness and health, the roles of patients and caregivers, and health communication in historical, cultural, organizational, technological, and mediated contexts.

Prereq: COM 219, 224, and SPK 208.

- **COM 470 INTERCULTURAL COMMUNICATION TRAINING (3)**

This course explores intercultural communication training in organizations. Topics covered include the effects of cultural differences on communication within and between organizations, training strategies for managing cultural differences in communication, and the relationship between intercultural communication training and the power structures in organizations.

Prereq: COM 219, 224, 250, and SPK208.

## **ALL OTHER UPPER DIVISION COURSES**

- **COM 304 ORGANIZATIONAL COMMUNICATION (3)**

An in-depth analysis of the dynamic process of communication as it occurs within organizational networks.

Prereq: COM 216, 219, 224, and SPK 208.

- **COM 318 FORENSICS (3)**

Study in the philosophy and practice of forensics. Initiating, developing, and administering a forensic program. Coaching and judging debate and individual events.

Prereq: COM 219, 224, and SPK 208.

- **COM 399 DIRECTED STUDIES IN COMMUNICATION STUDIES (1-3)\***

Research, creative projects, reports, and reading in speech communication. Application must be made to advisors by students one semester in advance of registration. Open to juniors and seniors only.

Prereq: COM 219, 224, SPK 208, and approval of Dept. Chairperson.

*\*This course may be taken again for credit.*

- **COM 400 INTERNSHIP IN COMMUNICATION STUDIES (3-6-9-12)\***

This course provides a structured and supervised work experience in communication. Credits earned are based on amount of time spent on the job.

Students must apply to the department internship coordinator and receive approval to be admitted.

Prereq: COM 219, 224, and SPK 208.

*\*This course may be taken again for credit.*

- **COM 499 COMMUNICATION SEMINAR (3)**

This course involves intensive examination of a selected area of study in the field of communication studies. Topics will be announced in advance. Recent courses offered have included careers in communication, event planning, and advanced group communication.

Prereq: COM 219, 224, and SPK208.

*This course may be taken again for credit.*

## **CAPSTONE COURSES FOR COMMUNICATION SPECIALIZATIONS**

Students will enroll in a capstone course related to their area of specialization. Each capstone course will give students the opportunity to reflect upon the diverse array of theoretical and practical lessons learned from their work in the major before completing their degree.

- **COM 490: CAPSTONE COURSE IN COMMUNICATION THEORY (3):** This senior level seminar explores leading communication theories at an advanced level. Students will be expected to read, synthesize and apply original communication research related to key theories across the communication studies field. PREREQ: COM 219, 224, SPK 208 and any two COM courses at the 300 or 400 other than COM 400.
- **COM 491: CAPSTONE COURSE IN RHETORIC & PUBLIC COMMUNICATION (3):** This senior level seminar explores leading theories of rhetoric and social influence at an advanced level. Students will be expected to read, synthesize and apply original communication research related to theories in these particular areas of emphasis in the communication studies field. PREREQ: COM 219, 224, SPK 208 and any two of the following courses: COM 309, 340, 403, 404, 405 or 480.
- **COM 492: CAPSTONE COURSE IN INTERCULTURAL & INTERPERSONAL COMMUNICATION (3):** This senior level seminar explores leading theories of intercultural and interpersonal communication at an advanced level. Students will be expected to read, synthesize and apply original communication research related to theories in these particular areas of emphasis in the communication studies field. PREREQ: COM 204, 219, 224, SPK 208 and any two of the following courses: COM 307, 360, 410, 440, 445, 450, or 470.
- **COM 493: CAPSTONE COURSE IN MEDIA & PUBLIC RELATIONS (3):** This senior level seminar explores leading media and public relations theories at an advanced level. Students will be expected to read, synthesize and apply original communication research related to theories in these particular areas of emphasis in the communication studies field. PREREQ: COM 212, 219, 224, SPK 208 and any two of the following courses: COM 317, 320, 355, 455, or 460.

## V. UNIVERSITY AND DEPARTMENTAL REQUIREMENTS

To avoid problems in determining and meeting university requirements students should examine the requirements listed in the university catalog for the year that students enter West Chester. Program revisions are made rather frequently in an effort to improve curricula, to meet state requirements, and to better satisfy the needs of the students. The requirements listed in the West Chester University catalog for the year that students matriculate at West Chester are the official requirements for students. Students may elect to pursue a later set of requirements; but students can so change only once, and students may not change back.

- **English Composition Requirement**

See university catalog for information about specific requirements.

- **Policy for Placement in Mathematics**

See university catalog for information about specific requirements.

- **University GPA Requirements**

A student's scholastic standing at the university is indicated by his or her cumulative grade point average (GPA). Three categories of academic standing have been established: good academic standing, probation, and dismissal. A student remains in good academic standing as long as he or she maintains a minimum cumulative GPA of 2.00 for all work taken at the university.

If students are a transfer or re-admission student, students are admitted for one semester. To continue in the university, students must have a cumulative grade point average for courses taken at West Chester of 2.00 ("C" or better) each semester.

- **Departmental GPA Requirements for Graduation**

Students must achieve a GPA of at least 2.50 in the major before they will be recommended for graduation. Grades of "C-" or lower in major subjects must be raised to a "C" or better. Transfer credits from another institution are accepted for courses in which a student earned a grade of "D" or better EXCEPT when those courses are to be counted as part of the student's major. A grade of "C" or better is then required.

- **Foreign Language Requirement for the B.A. Degree**

Candidates for the B.A. degree are required to fulfill a foreign language requirement. One of the ways in which this requirement may be fulfilled is to complete the second half of the intermediate year of a foreign language with a "C-" grade or better. This means in effect that only the 202 (Intermediate II) language course is required. However, students who are not qualified to take the 202 course must prepare themselves by taking the Elementary (101-102) and/or Intermediate I (201) course. Students may also satisfy the foreign language requirement by presenting a certificate or examination results which verify that they are competent in a foreign language at the 202 level. A third way to fulfill the foreign language requirement is to earn a "C-" grade or better in a 102 level course of a foreign language and then take three courses dealing with the related foreign culture area. These courses are termed "culture clusters." If this third option is chosen, the 102 level course must be taken for a grade ("C-" or better). The 101 course may be taken pass/fail but the culture cluster courses must be taken for a grade.

## VI. OF SPECIAL NOTE

There are several items about the department and student participation and behavior in an academic community that requires special attention. These items are: departmental advisement procedures, departmental student groups, academic honesty, plagiarism, and disruptive classroom behavior.

- **Departmental Advisement**

When students become a major in the department they will be assigned an advisor. Student advisors will assist students in managing the sometimes confusing situations students may face during their time at the university. Advisors can be especially helpful with discussions of course content, course requirements, and career options. Please be aware that having an advisor does not absolve students from responsibility for knowing and meeting University requirements for graduation. Ultimately the responsibility for meeting requirements is up to each student, and students will bear the cost of errors which are made.

- **Departmental Student Groups**

There are three S.S.I. recognized student groups associated with the Department of Communication Studies. They are: Students in Communication, the Forensics Team, and Lambda Pi Eta (Honors Society). As a major in the department students are expected to join and actively participate in at least one of these groups; however, students also may wish to join other communication-related student groups such as the student radio station, student TV station and the student newspaper.

- **Policy on Academic Integrity**

Among the major purposes of institutions of higher learning are the search for and the interpretation of verifiable data, the encouragement of rational inquiry and discussion, and the development of intellectual and artistic creativity. Any form of academic dishonesty, therefore, strikes at the very heart of the institution and cannot be permitted. Examples of violations to the academic integrity policy (cheating) may be found in the current Undergraduate Catalog (see "Undergraduate Student Academic Integrity Policy").

- 1) A documented instance of a violation of the academic integrity policy can result in the automatic failure and removal from the course. In these cases, the faculty member will complete an academic integrity report that documents the violation and provides an explanation of the sanction the student will receive. In addition, copies of the report will be sent to his/her department chairperson, the chairperson of the department in which the course is offered, the Associate Vice President for Academic Affairs or the Graduate Dean, if appropriate, and the Registrar.
- 2) The student may appeal the sanctions through the current Appeals Procedures for Academic Integrity (see Undergraduate Catalog).

- **Department Policy on Plagiarism**

In this department, plagiarism is defined as the presentation of the products (ideas, writings, speeches, drawings, etc.) of another person as if they were one's own. Documented examples of plagiarism are considered violations of the university's academic integrity policy (see above). A department major who has plagiarized twice will be dropped from the program.

***The Department offers the following advice to students:***

1. All work students present as their own must be their own.
2. All work which is presented by students but for which they are indebted to others must be cited.
3. If in doubt, cite sources.
4. Sources should be cited for oral assignments. Always cite quoted material.
5. Sometimes source material is so extensive that an oral assignment becomes boring to the listener. In such cases, a brief reference can be made concerning the source that can then be supported by a detailed reference if one is requested.
6. There should be a clear distinction made between that which is the result of student efforts and that which results from the efforts of others.
7. The only exception to these obligations is in the presentation of facts, opinions, concepts, etc. that are widely known.
8. Plagiarism is not limited to the use of material taken from professional sources but may also include material taken from other students.
9. Students should retain all notes or other materials prepared by them to meet the assignment until a grade has been received.
10. Whenever a grade is subject to dispute:
  - a. The instructor and the student will strive to work out their differences.
  - b. If (a) is not possible, both the instructor and the student will turn over all relevant materials to the department chair. (If the instructor and the chair are the same, a neutral faculty person will be found by the chair).
  - c. Upon examination of the evidence presented, the chair (or alternate) will rule in favor of one of the disputing parties.
  - d. If the disputing parties are not satisfied with the chair's ruling, the normal college channels of appeal will be followed.
11. If an instructor chooses, and so indicates at the beginning of a semester, all work submitted to meet course requirements becomes the property of the department. (Students who wish to retain copies of such work should duplicate the material prior to its submission.)

- **Policy on Disruptive Classroom Behavior**

Disruptive behavior is defined as any act which denies to others the freedom to speak, to be heard, to study, to teach, or pursue research. Such behavior is antithetical to academic freedom and to the rights of all citizens and will not be tolerated.

1. The first instance of such behavior shall result in an immediate, oral, and public warning by the faculty member.
2. The second instance shall result in the expulsion of the student from class for the remainder of the class period.
3. Subsequent disruptive behavior may result in the expulsion of the student from the class for the remainder of the semester and the awarding of the grade of "F." Such grade shall result regardless of the date of which the expulsion takes place.

A statement of the reason for permanent expulsion from the class shall be given in writing to the student, the chairperson of his/her major department, the chairperson of the department in which the course is offered, and the Registrar.

4. The disciplinary actions listed above may be appealed through the informal and formal mechanisms contained in the Academic Appeals Process. An appeal of the grade may be made under the current Grade Appeals Process, but the student may not employ both the Academic Appeals Process and the Grade Appeals Process for relief from the same disciplinary action.

In addition, disruptive behavior which constitutes a threat to persons and/or property will be immediately referred to the Coordinator of Student Standards for adjudication and disciplinary sanction in accordance with the current Student Standards Judicial Process. Any sanctions imposed may be appealed only through the appeals process contained in that document.

- **Department Recommendations for Email Etiquette**

Be sure to use a respectful tone and language in every email, and always remember that email is ultimately a public venue and can be read by anyone, anywhere. Furthermore, it is expected that all email correspondence will be conducted in a professional manner. Any abusive email to the instructor or a classmate is considered academic misconduct and will not be tolerated (see below). Please allow 24 hours before I respond to an email. Therefore, email should not be used for last minute questions about assignments or for questions that ask for an immediate response. In addition, when using email please adhere to the following rules:

- **Identify yourself on your messages.** If students use an account with a name other than theirs or they use a nickname, type the student name in the 'Subject' line.
- **Be Polite.** Do not be abusive in messages.
- **Use appropriate language.** Do not swear, use vulgarities, or any other inappropriate language.

## VII. B.A. COM. STUDIES DEGREE REQUIREMENTS (120 Credits) –see p. 19

### ADDITIONAL NOTES

1. Limited substitutions may be made to the required lower division courses with the advisor's written consent.
2. A grade of "C" or better must be earned in order for a course to meet a department requirement (including SPK208). Also, a 2.5 average or better must be earned in the aggregate of lower and upper division courses before graduation can be recommended.
3. To encourage B.A. Communication Studies majors to develop communication competence that extends beyond oral English, a grade of "C" or better is required in the 100 level composition course (WRT120) and the 200 level composition course (WRT200, 204, 205, 206, 208, or 220), and a grade of "C-" or better is required in the 202 level course of a foreign language. If a major employs the culture cluster option to fulfill his/her language requirement, a "C-" or better is required in the 102 level of the foreign language course and in each of the culture cluster courses.
4. Students who exhaust their course repeat options and have not earned a grade of "C" or better in all of the prerequisite communication courses will be advised that they will not be able to complete the requirements for a B.A. degree in Communication Studies. The department chair will offer an exit interview to these students and help them to identify available alternatives.

### Transferring into the Communication Studies major from another department

Applicants who have completed the prerequisite core (COM219, COM224, and SPK208) will be ranked by grade point average in the core. Selection for admission will be based on these rankings at the conclusion of each semester, after grades are posted. Students who do not gain admission may reapply, but they must compete with the group of applicants in that semester.

## VIII. MINOR IN COMMUNICATION STUDIES

A minor in Communication Studies may be taken as one of the minors in the bachelor of arts or bachelor of science in the liberal studies general degree program. A minor in Communication Studies requires students to complete three prerequisite courses: COM219, COM224, and SPK208, and to earn a grade of "C" or better. In addition, students must earn a grade of "C" or better in WRT120 and WRT200 (or any intermediate-level writing course deemed its equivalent).

**NOTE:** Students attempting to declare the minor in Communication Studies must meet the same transfer requirements as students attempting to declare the major (see "*Transferring into the Communication Studies major from another department*" above). Three elective courses may then be selected from any 300- or 400-level courses offered in Communication Studies, but a "C" grade or better must be earned in each of these courses, and a 2.5 average must be achieved in the minor before clearance for graduation with a minor will be granted. A student must have a 2.0 cumulative GPA or better to gain admission to the minor in Communication Studies, as well as meeting program admission requirements, stated above.

**West Chester University  
BA in Communication Studies Advisement Sheet**

(Effective for students entering Fall 2009 & later.)

Indicate all the courses you have taken at WCU or transferred for credit. For completed courses, also list the grades. Mark an asterisk (\*) beside courses you are currently taking.

The grade of C- or better is necessary in the 202 level of Foreign Language or in the 102 level and all Culture Cluster courses. A grade of C is required in all major courses (COM or SPK)

**I. COMMUNICATION CORE (36 cr.)**

COM204 \_\_\_\_\_ SPK208 \_\_\_\_\_  
COM212 \_\_\_\_\_ COM219 \_\_\_\_\_  
COM216 \_\_\_\_\_ COM224 \_\_\_\_\_

6 COM courses above the 303 level and *excluding* COM400:

Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_

*Note: HON350/400 level courses taught by COM faculty can be used to meet this requirement.*

**II. CAPSTONE (3 cr.)**

Select one of the following. Prerequisites for all include SPK208, COM219, and COM224. Make special note of additional prerequisites unique to each course option.

A. COM490 \_\_\_\_\_  
Capstone – Communication Theory  
Prerequisites: Two COM courses above the 303 level and excluding COM400 must be completed before registering.

B. COM491 \_\_\_\_\_  
Capstone – Rhetoric & Public Com  
Prerequisites: Two COM courses from the following list must be completed before registering: 309, 340, 403, 404, 405, or 480.

C. COM492 \_\_\_\_\_  
Capstone – Intercultural & Interpersonal Communication  
Prerequisites: COM204 and two COM courses from the following list must be completed before registering: 307, 360, 410, 440, 445, 450, or 470.

D. COM493 \_\_\_\_\_  
Capstone – Mass Media & Public Relations  
Prerequisites: COM212 and two COM courses from the following list must be completed before registering: 317, 320, 355, 455, or 460.

**III. APPLIED AREA (21-24 cr.)**

Courses to be selected in consultation with an advisor to meet career objectives.

*Minors in related areas encouraged.*

Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_

**III. FOREIGN LANGUAGE (0-15 cr.)**

**Option 1:** Demonstrated competence required in a foreign language at the intermediate level (C- or better required in 202).

101 \_\_\_\_\_ 201 \_\_\_\_\_  
102 \_\_\_\_\_ 202 \_\_\_\_\_

**Option 2:** Demonstrated competence required in a foreign language at the elementary level (C- or better required in 102 and all culture cluster courses).

101 \_\_\_\_\_, 102 \_\_\_\_\_, and  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_

*Note: Students taking culture cluster courses must utilize two different prefixes.*

**V. GENERAL EDUCATION (48 cr.)**

**A. Academic Foundations:**

SPK208 see COM core \*

WRT120 \_\_\_\_\_  
WRT200 \_\_\_\_\_ \*\*  
MATXXX \_\_\_\_\_ \*\*\*

*Note: C grade or better required in SPK and WRT courses.*

**B. Distributive Requirements:**

*Note: No "I" or "J" course may be used here.*

**Humanities:**

Select courses from at least two areas with different prefixes. **Recommended** courses:  
LIT165, CLS165, CLS260, or CLS261; HIS101, HIS102, HIS150, HIS151, or HIS152; PHI101 or PHI180

Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_

**Behavioral & Social Science:**

Select courses from at least two areas with different prefixes. **Recommended** courses:  
ANT102 or ANT103; PSY100; SOC200 or SOC240; ECO101, ECO111, or ECO112; GEO101 or GEO103; PSC100, PSC101, or PSC213

Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_

**Science:**

Select courses from at least two areas with different prefixes. **Recommended** courses:  
BIO100 or BIO110; CHE100, CHE103, CHE104, or CHE107; CSC110, CSC115, or CSC141; ESS101, ESS111, or ESS170; PHY100, PHY105, PHY130, PHY140, PHY170, or PHY180

Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_

**Arts:**

Select one three credit course from the following areas: art, cinematography, dance, music, theatre, or photography.

Course/Grade \_\_\_\_\_

**C. Special Designation Courses:**

**Diversity ("J") Course \*\*\*\*:**

Cannot fulfill the "I" requirement

Course/Grade \_\_\_\_\_

**Interdisciplinary ("I") Course\*\*\*\*:**

Cannot fulfill the "J" requirement

Course/Grade \_\_\_\_\_

**Writing Emphasis ("W") Courses:**

(Total of three needed- a minimum of one which must be at the 300/400 level.)

Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_

**C. Free Electives:**

These elective credits cannot fulfill either Major or Minor requirements.

Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_  
Course/Grade \_\_\_\_\_

**NOTES:**

Required course may **not** be taken Pass/Fail.

**120** is the minimum number of courses required for graduation

\* Meets major program requirement

\*\* Any 200 level WRT class will work

\*\*\* Any MAT at the 103 level or above will meet the requirement

\*\*\*\* "J," "I," and "W" courses may be drawn from major as well as elective courses.

**A course cannot simultaneously fulfill the "J" and "I" requirement.**

(revised 3/14/11--TB)