

FACULTY AGENDA ITEM 14.3

Date: February 3, 2014

Submitted by: Kathy Menzie, Interim Chair, Communication Department

SUBJECT: Name Change in Communication

Description: The faculty of the Department of Communication is requesting to change the department's name to the Department of Communication Studies. The prefix for Communication Studies courses will not change and will remain as CN.

Rationale: The field of Communication Studies emerged as a discipline 100 year ago next year, and has evolved rapidly beginning about 50 years or so from simply the study of and training in oratory and public address, often housed in Departments of Theater and Speech Communication, to now encompassing the study of all theories and applications of human communication in (literally) every domain of human activity. Communication department still does not capture very well the idea the "communication is the discipline that studies all forms, modes, media and consequences of communication through humanistic, social scientific and aesthetic inquiry." It is hoped that changing the name of the department from simply "Communication" to the Communications Studies, students may more easily imagine the scope of our field of study and the possibilities it offers for application of learning in our field in building their careers.

Financial Implications: None. The department often gets confused with University Relations or Instructional Technology. The hope is to also provide clarity to the other areas that might also get confused with the Communication Studies department.

Proposed Effective Date: Fall 2014.

Request for Action: *Approval by AAC/.FAC/FS/ Gen Fac, etc*

Approved by: AAC on date **February 3, 2014**

FAC on date

Faculty Senate on date

Attachments Yes No