

College of Arts and Sciences
Proposal to Form a Department of Communication

The proposal is to join the rhetoric faculty and degree program with the mass communication faculty and degree program in a single department to be named the Department of Communication. The proposal would not merge the two degrees.

The proposal follows the prescribed order of information in the university's Procedure to Establish Restructure or Rename an Academic Unit, including (1) the rationale, (2) existing and additional resources needed, and (3) source(s) of funding.

1. Significance: How does the proposed change positively contribute to the overall mission of the institution? Does the proposed unit duplicate other units?

Rhetoric, one of the original liberal arts, is clearly central to the mission of the college and the institution. In the prioritization review process that took place a few years ago, Rhetoric was listed as a program to enhance, which is a measure of excellence and potential. Mass Communication, as measured by the number of majors, is one of the largest programs in Arts and Sciences. This proposal would combine two historically related disciplines into one Department of Communication. The Department of Communication would not duplicate other units.

Combining the Rhetoric and Mass Communication faculty and degrees in a single Department of Communication is proposed with the expectation that numerous benefits and synergies will develop when the two programs are in the same department and eventually in the same facility. Each program will maintain a distinct disciplinary identity, but with a cognate relationship to the other.

Historically, the Mass Communication discipline evolved out of the discipline of rhetoric. Because of that historic connection, the two programs already have many links. The Board of Regents combines mass communication and rhetoric in their Regents Advisory Committee on Communication. The two programs currently share the student honorary organization, *Lambda Pi Eta*. They also share representation and leadership in the Georgia Communication Association and the National Communication Association. Mass Communication and Rhetoric faculty co-hosted the recent Georgia Communication Association Annual Conference at Georgia College. Both areas also hold offices in this organization.

Faculty in Mass Communication and Rhetoric have collaborated to provide content, technical expertise, and voice-overs in podcasts for the student newspaper and radio station. With both groups of faculty in the same department, and eventually in the same building, we would hope to see more collaboration to the benefit of faculty and students.

The combination of Rhetoric with Mass Communication in a single department is common among peer and other institutions. Following are examples.

Department of Communication at the University of Maryland
<https://www.comm.umd.edu/>

Department of Communication and Rhetorical Studies at Syracuse University
<http://vpa.syr.edu/academics/crs/>

Department of Communication at UNC at Chapel Hill
<http://comm.unc.edu/undergraduate-studies/>

Department of Communication Studies at University of Georgia
<http://comm.uga.edu/page/about-graduate-program>

Communication Department at Truman State University
<http://www.truman.edu/majors-programs/academic-departments/about-the-communication-department/>

Communication Program at Mary Washington
<http://cas.umw.edu/elc/communication-at-umw/speech-catalog-info/>

Department of Communication at University of Montevallo
<http://www.montevallo.edu/fine-arts/college-of-fine-arts/departments/department-of-communication/>

2. Excellence: How does the proposed change contribute to academic excellence? How is quality met within the proposed academic unit?

Combining Rhetoric and Mass Communication in a single Department of Communication would reinforce the historic and present links, enhance collaborations among faculty and students, enhance the facilities available to Rhetoric as renovation planning continues for Terrell Hall, and make efficient use of the new facilities. As described below, we anticipate increased benefits to students.

3. Student Service: How well does the proposed unit meet the needs of the undergraduate and/or graduate student demand?

Students will benefit from the combination of disciplines in a single department. A significant proportion of students in Rhetoric courses are Mass Communication majors, and a significant number of Mass Communication students minor in Rhetoric, whereas, far fewer students major in English and enroll in Rhetoric courses or minor in Rhetoric.

Snapshots of these patterns appear in Appendix I and Appendix II. The number of students with majors in Mass Communication and Rhetoric participating in the other program is likely to increase if both programs are in the same department and housed in the same facility. Double majors might also increase. Students in both programs will benefit from collaboration on projects where writing and speaking skills are combined.

4. Cost: Is the proposed unit cost effective? How will these costs be funded? What role does centrality to the mission play if the proposed unit is not cost effective?

This proposal is to restructure a department to join the faculty in two disciplines that should belong together for reasons described above. The proposal is not a request for additional faculty or budget resources. Costs to deliver instructional services would remain the same.

Minimal one-time costs for stationery, signage etc. are described below.

5. Resource Allocation (budget, space, support services).

Budget: Following the precedent within the college (philosophy transferring from the Department of History, Geography and Philosophy, to form a new unit, Philosophy and Liberal Studies, also known as PALS), we would divide the English and Rhetoric operating budget by the number of permanent faculty lines (24), and transfer the per capita proportion to the Department of Communication budget.

English & Rhetoric operating + travel = \$38,881

English & Rhetoric total faculty = 24

$\$38,881/24 = \1620 per faculty

Total per capita to transfer to the Department of Communication: $\$1620 \times 5$

Rhetoric faculty = \$8100

The current per capita for each department is approximately the same and with the transfer would remain approximately the same:

English and Rhetoric: \$1620/faculty

Mass Communication: \$1595/faculty (9 faculty and 1 professional staff member)

Faculty development monies generated from excess summer tuition would be distributed according to normal college procedures, per capita, by department.

Miscellaneous one-time expenses: \$2500 from the College for a new department table banner, new display material for events like the Majors Fair and Fallfest, updated business cards for faculty, updated department handbook, new brochures, and new department stationery. Cost to create a new division banner for Arts and Sciences used at graduation: a new name that would better reflect the membership in the division

(e.g., Fine Arts and Communication) would replace the current name, Fine and Performing Arts, at a cost of about \$125.

Space: Housing all Communication Department faculty in the same building would reinforce the message to students that the two programs are linked because the disciplines are related.

The Department of Communication would share space in a renovated Terrell Hall. Planning for the renovation of Terrell Hall is underway. Mass Communication will be a major occupant of the Terrell Hall after the renovation. The renovation program already accounts for the needs of Mass Communication and could easily be modified to include the needs of the Rhetoric program—the current program for renovating Terrell Hall includes sufficient office space to include the five Rhetoric faculty. Until the renovation is complete, current Mass Communication faculty and staff would reside in Beeson and Rhetoric faculty would remain in the Arts and Sciences building.

Moving Rhetoric with Mass Communication to Terrell will improve Rhetoric facilities and Terrell space and facility utilization. Here are a couple of examples. Draft plans for Terrell include a mass communication video screening room, which could be modified in design to function as a rhetoric classroom and debate room. One of the classrooms in Terrell can be equipped with a camera for recording speeches. These speeches can then be played back in one of the editing bays that is already in the plans for Mass Communication. This larger editing bay can then function in dual purpose for speech students and as an advanced editing bay for virtual reality editing. Dual purpose spaces are likely to be used much more than single purpose spaces, which will add to our efficiency when we report on space utilization.

Vacated Rhetoric office spaces in Arts and Sciences would be available for growth and other programs—office space, even temporary space, is always at a premium in the A&S building.

Support services: The Mass Communication Department has been served by a half-time administrative assistant. As a result of the annual institutional budgeting process, effective FY18, funding for a full-time assistant has been awarded to the Mass Communication department. This additional administrative assistance can serve the new Department of Communication.

6. Governance (participation in the university governance system).

Current programmatic leadership of Rhetoric through an undergraduate program coordinator reporting to the department chair would continue.

Current Senate representation is two senators for English and Rhetoric, one senator for Mass Communication. The transfer of five faculty from one department to the other

would not change senate representation for either final unit. The currently elected senators would continue to serve their terms: English and Rhetoric is currently represented by two faculty who are not in the rhetoric area; Dr. Jan Clark, who is in Rhetoric, is a senator at large; changing departments would not change her constituency.

7. Faculty and Staff (instructional/administrative)

The undergraduate B.A. degrees in Mass Communication and in Rhetoric would not change as a result of combining the faculties in one department. The current adequate number of faculty would continue to deliver each program.

The Department of Communication will be comprised of the following faculty positions. Note that with more senior faculty the combined department will have a more even distribution of faculty across ranks, which is another benefit of the merger.

9 Mass Communication faculty

- 1 professor (department chair)
- 1 associate professor
- 4 assistant professors
- 1 senior lecturer
- 2 lecturers

1 professional staff: mass communication lab coordinator

5 Rhetoric faculty

- 2 professors
- 1 associate professor
- 2 assistant professors

1 administrative assistant

Department Leadership: Dr. Mary Jean Land, PhD, Mass Communication has served effectively as department chair and would continue as department chair of the combined department. Dr. Scott Dillard, PhD, has served effectively as Rhetoric program coordinator and would continue to serve in that role. A Mass Communication coordinator may be designated as the department develops.

Any future changes in departmental or program leadership would follow the normal institutional, college and departmental processes.

Faculty and Staff Remaining in the English Department (department name to be determined):

19 Faculty: 15 in literature, folklore, and linguistics, 4 in creative writing

- 6 professors (including the interim chair and the vacant permanent chair line)
- 7 associate professors
- 3 assistant professors
- 3 lecturers
- 1 full time and 1 half time administrative assistants

The chart below summarizes the lists above.

Department	Prof	Assoc	Assist	Sr Lect	Lect	Prof Staff	Admin Assist	Total Faculty and prof staff (not counting administrative assistants)
English and Rhetoric	8	8	5		3		1 + 1/2	24
Rhetoric alone	2	1	2	-	-	-	-	5
Mass Communication	1 (chair)	1	4	1	2	1	1	10
Department of Communication	3	2	6	1	2	1	1	15
English alone	6 (including vacant chair position)	7	3	-	3	-	1 full time, 1 half time	19

8. Timeframe (proposed effective date)

Pending all levels of approval, the Rhetoric and Mass Communication programs would combine into one department effective January 1, 2018.

Appendix I: Unduplicated count of rhetoric courses by enrolled student majors, Fall 2016

Students who have two majors appear separately (e.g., in RHET 1110 there are 12 Economics majors with 3 separated from the 9 Economics majors without a second major).
Mass Communication and English majors are highlighted.

TERM DESC	COURSE ACRONYM	COURSE NUMBER	COURSE_SECTION_NAME	MAJOR_1	MAJOR_2	NUM OF MAJORS
Fall 2016	RHET	0001	First Year Academic Seminar	Rhetoric		1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Accounting		3
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Biology		2
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Community Health		1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Computer Science	Economics	1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Criminal Justice		2
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Economics	Marketing	1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Economics	Political Science	1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Economics		9
Fall 2016	RHET	1110	Fndmtls of Public Speaking	English		1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Environmental Sciences		1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Exercise Science		2
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Geography		1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	History		1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Management		3
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Marketing		1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Mass Communication		14
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Political Science		1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Pre-Special Education		1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Psychology		2

Fall 2016	RHET	1110	Fndmtls of Public Speaking	Rhetoric		4
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Special Education		1
Fall 2016	RHET	1110	Fndmtls of Public Speaking	Undeclared		1
Fall 2016	RHET	2210	Small Group Communication	Accounting		1
Fall 2016	RHET	2210	Small Group Communication	Biology		2
Fall 2016	RHET	2210	Small Group Communication	Criminal Justice		1
Fall 2016	RHET	2210	Small Group Communication	English		1
Fall 2016	RHET	2210	Small Group Communication	Exercise Science		2
Fall 2016	RHET	2210	Small Group Communication	Geography	Rhetoric	1
Fall 2016	RHET	2210	Small Group Communication	Management	Marketing	1
Fall 2016	RHET	2210	Small Group Communication	Management		1
Fall 2016	RHET	2210	Small Group Communication	Management Information Systems		1
Fall 2016	RHET	2210	Small Group Communication	Marketing		2
Fall 2016	RHET	2210	Small Group Communication	Mass Communication		6
Fall 2016	RHET	2210	Small Group Communication	Political Science		1
Fall 2016	RHET	2210	Small Group Communication	Pre-Nursing		1
Fall 2016	RHET	2210	Small Group Communication	Pre-Special Education		5
Fall 2016	RHET	2210	Small Group Communication	Psychology		4
Fall 2016	RHET	2210	Small Group Communication	Public Health		1
Fall 2016	RHET	2210	Small Group Communication	Rhetoric		6
Fall 2016	RHET	2315	Voice for the Public Speaker	English	Rhetoric	1
Fall 2016	RHET	2315	Voice for the Public Speaker	Mass Communication		7
Fall 2016	RHET	2315	Voice for the Public Speaker	Political Science		1
Fall 2016	RHET	2315	Voice for the Public Speaker	Pre-Special Education		2
Fall 2016	RHET	2315	Voice for the Public Speaker	Psychology		1

Fall 2016	RHET	2315	Voice for the Public Speaker	Rhetoric	Spanish	1
Fall 2016	RHET	2315	Voice for the Public Speaker	Rhetoric		5
Fall 2016	RHET	2315	Voice for the Public Speaker	Undeclared		1
Fall 2016	RHET	2350	Communication Theory	English		1
Fall 2016	RHET	2350	Communication Theory	Mass Communication		2
Fall 2016	RHET	2350	Communication Theory	Philosophy		1
Fall 2016	RHET	2350	Communication Theory	Political Science		3
Fall 2016	RHET	2350	Communication Theory	Rhetoric	Spanish	1
Fall 2016	RHET	2350	Communication Theory	Rhetoric		7
Fall 2016	RHET	3100	Informative Speaking	Mass Communication		6
Fall 2016	RHET	3100	Informative Speaking	Psychology		1
Fall 2016	RHET	3100	Informative Speaking	Rhetoric	Spanish	1
Fall 2016	RHET	3100	Informative Speaking	Rhetoric	Theatre	1
Fall 2016	RHET	3100	Informative Speaking	Rhetoric		13
Fall 2016	RHET	3320	Intercultural Communication	Economics		1
Fall 2016	RHET	3320	Intercultural Communication	English	Rhetoric	1
Fall 2016	RHET	3320	Intercultural Communication	Geography	Rhetoric	1
Fall 2016	RHET	3320	Intercultural Communication	Mass Communication		7
Fall 2016	RHET	3320	Intercultural Communication	Psychology		1
Fall 2016	RHET	3320	Intercultural Communication	Rhetoric	Spanish	1
Fall 2016	RHET	3320	Intercultural Communication	Rhetoric	Theatre	1
Fall 2016	RHET	3320	Intercultural Communication	Rhetoric		4
Fall 2016	RHET	3320	Intercultural Communication	Undeclared		1
Fall 2016	RHET	4305	Classical Rhetorical Theory	English	Rhetoric	1
Fall 2016	RHET	4305	Classical Rhetorical Theory	Mass Communication		1
Fall 2016	RHET	4305	Classical Rhetorical Theory	Psychology	Rhetoric	1

Fall 2016	RHET	4305	Classical Rhetorical Theory	Psychology		1
Fall 2016	RHET	4305	Classical Rhetorical Theory	Rhetoric	Spanish	1
Fall 2016	RHET	4305	Classical Rhetorical Theory	Rhetoric	Theatre	1
Fall 2016	RHET	4305	Classical Rhetorical Theory	Rhetoric		11
Fall 2016	RHET	4320	Performance of Poetry	English	Rhetoric	1
Fall 2016	RHET	4320	Performance of Poetry	English		1
Fall 2016	RHET	4320	Performance of Poetry	Mass Communication		10
Fall 2016	RHET	4320	Performance of Poetry	Music Therapy		1
Fall 2016	RHET	4320	Performance of Poetry	Rhetoric	Spanish	1
Fall 2016	RHET	4320	Performance of Poetry	Rhetoric	Theatre	1
Fall 2016	RHET	4320	Performance of Poetry	Rhetoric		9
Fall 2016	RHET	4320	Performance of Poetry	Theatre		1
Fall 2016	RHET	4950	Public Achievement I	Mass Communication		1
Fall 2016	RHET	4950	Public Achievement I	Rhetoric		5
Fall 2016	RHET	4999	Undergraduate Research	Rhetoric		5

Appendix II: Snapshot of Majors, Minors, and Double Majors, English, Rhetoric and Mass Communication, Fall 2016 and Spring 2017

Note: We do not offer a minor in Mass Communication at present.

	Major English, minor Rhetoric	Major Rhetoric, Minor English	Double Major English, Rhetoric	Major Mass Comm, Minor Rhetoric	Double Major Mass Comm, Rhetoric
Fall 2016	4	1	2	14	0
Spring 2017	4	2	2	13	1