

Date of last revision: 10/11/05

TO: Arts and Science Curriculum Committee and
University Curriculum Committee

FROM: Department of Communication and Philosophy

DATE: September 15, 2005

SUBJECT: Request for change of course number for SPCH 312 Communication and
Responsibility

The Communication Studies faculty, supported by the Department of Communication and Philosophy, requests the following course number change:

From

SPCH 312 Communication and Responsibility

To

SPCH 4- - Communication and Responsibility

Rationale: The level of difficulty in this course is more appropriate for a 400-level course.

Proposed Syllabus Communication and Responsibility SPCH 312

I. Introductory Information

- A. **Department name:** Department of Communications and Philosophy
- B. **Department catalog number:** SPCH 312
- C. **Course title:** Communication and Responsibility
- D. **Semester hours of credit:** Three semester hours
- E. **Clock hours per week:** Three clock hours per week
- F. **Overlays:** Writing Emphasis and Information Literacy
- G. **Restriction on student registration:** At least one 100 or 200 level speech course and PHIL102 or permission of the instructor.

II. Course Description

Designed to explore the appropriate and effective use of words and actions as they affect our communication and relationships. We discuss theories and standards by which our communicative acts are chosen and evaluated. We discuss responsible communicative choices we make in order to refine our various communicative paradigms. Finally, this course can help communicators deal with the consequences that result from using language and nonverbal communication competently and ethically.

"Ethical issues may arise in human behavior whenever that behavior could have significant impact on other persons, when the behavior involves conscious choice of means and ends, and when the behavior can be judged by standards of right and wrong." (Johannesen, 2002, p. 1).

III. Exposition

A. Objectives:

Upon completion of the course, the student will be able to do the following:

- 1) Amalgamate and differentiate information concerning ways of conceiving ideas such as value, responsibility, respect, and accountability in communication.
- 2) Illustrate *how* what we communicate impacts others.
- 3) Question, clarify, and criticize views of communication scholars and other writers, which consider effectiveness and appropriateness of communication.
- 4) Demonstrate critical thinking through analysis of various communication strategies and rhetorical theories, both orally and in writing.
- 5) Develop personal approach or code for assessing the ethics of communicative acts.
- 6) Identify and acquire scholarly writings that both support and contradict a particular position by means of electronic data banks and the library.

B. Activities

- 1) Class attendance and participation in discussion
- 2) Presentation of reflection papers based on readings
- 3) Take examinations
- 4) Write papers

C. Major Units and Time Allotted (15 weeks)

Communication ethics is the general and systematic study of what ought to be the grounds and procedures for attaining more effective results from appropriately chosen verbal and nonverbal messages.

- 1) Habit formation, character development, and the human communication experience—3 wks
- 2) Ethical issues inherent in the human communication process—2 wks (e.g., symbol misusing "animals," communication competence, speaker responsibilities, encoding messages, language, nonverbal communication, receiver "response-abilities," listening, decoding messages, communication expectation, and technologically enhanced communication.)
- 3) Argumentation, collaboration, and communication responsibilities inherent in the community—2 wks (e.g., Raw debate, verbal aggression, skillful discussion, argumentation, dialogue, invitational rhetoric, "polite" discussion, voice, persuasive campaigns and social movements, use of persuasive fallacies, use of empathy, and role-models)
- 4) Communication ethics in news, religious, political, and legal messages—2 wks (e.g., Scriptwriting, ghostwriting, plagiarism, "victims," explicit pictures, profanity, propaganda, empty rhetoric, demagogues, lying, ambiguity, and persuasive definitions.)
- 5) Conceptual perspectives for evaluation of communication ethics and formal codes of communication ethics—2 wks (e.g., questioning, discourse, public vs. private standards, call to conscience, invitational rhetoric, and human rights.)
- 6) Communication ethics as applied in interpersonal communication & small group discussion—2 wks (e.g., deception, "too much" truth, secrets, reciprocity, self-disclosure, groupthink, and "unconditional" love.)
- 7) Communication ethics as applied to intercultural, multicultural, & organizational communication—2 wks (e.g. silence, organizational loyalty, power, confidentiality, whistle-blowing, subliminal persuasion, stereotyping, leadership, and hate speech).

D. Materials and Biography

- 1) **Suggested textbooks:** A highly recommended supplemental textbook:

Johannesen, R. L. (2002). *Ethics in human communication* (5th ed.). Prospect Heights, IL: Waveland Press.

- 2) **Bibliographic support**

Black, E. (1988, May). Secrecy and disclosure as rhetorical forms. Quarterly Journal of Speech, 74, 133-150.

Brockriede, W. (1972). Arguers as lovers. Philosophy and rhetoric, 5, 1-11.

Day, D. G. (1966, February). The ethics of democratic debate. Central States Speech Journal, 17, 5-14.

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IV. **Standards:** Students will be evaluated based on their ability to reflect an understanding of course concepts through classroom participation, reaction paper presentations, and written assignments.

V. **Rationale and Impact**

A. **Necessity of Communication and Responsibility:** The Speech Communication department has developed a proposal for new curriculum, and a discipline name change from Speech Communication to Communication Studies. These changes reflect our effort to provide students with a high quality theoretical understanding of communication and to prepare them to increase their workforce marketability.

B. **Class Audience:** *Communication and Responsibility* has been designed primarily for speech communication majors, but the topics of the course have application for anyone wishing to build communication competence in areas that are important to us: social and political stability, self-fulfillment, meaningful relationships, personal happiness, communal progress and well-being. It is this life-impacting potential that gives communication inherent connections with ideas such as quality, value, goodness, rightness, and accountability. Students will be equipped to use communication more respectfully and responsibly.

C. **Effect on Existing Academic Departments:** Many other programs will be enhanced through having students take *Communication and Responsibility*. Programs such as Mass Communication, Journalism, Humanities, Education, Sociology, Social Work, Philosophy, Political Science, Health Science, Management, Theatre and Psychology are only a few of the programs that could benefit from students taking this course. The course will help students develop general communication skills such as assertiveness, respectful participation, critical thinking, decision-making, facing consequences, and writing, which they can transfer into other classes. Students will also be able to examine their own paradigms and apply theoretical knowledge of respectful and responsible communication to their personal and professional relationships, regardless of their fields.

VI. **Cost and Staff Analysis**

A. No additional staff or support costs are required.

B. *Communication and Responsibility* will be offered once every two years.

VII. **Date approved by University president**

Signature of the University president

Date

PROPOSAL COVER SHEET

Course #: SPCH 312 Title: Communication and Responsibility 3 sh
 ** See the back for instructions on listing the course number and how this document should be routed through the curricular process.

New Course Drop Course New Degree Drop Degree Revision Other

change course number

Briefly state the reason for the revision Degree of difficulty more appropriate

Applicable overlay(s) IL MC EE _____ (units) WE for 400-level course

***Only check overlay if it is a NEW overlay

Prerequisites: Not Applicable Change (Addition/Removal)

(Signature)

Please Specify any changes Change of course number from 312 to 4--

Please Specify the effective date of these changes Spring 2006

<i>(Signature)</i>	9-15-05	<input checked="" type="radio"/> Approve	<input type="radio"/> Disapprove
Signature: Department Chairperson	Date	Recommendation	

<i>(Signature)</i>	10/7/05	<input checked="" type="radio"/> Approve	<input type="radio"/> Disapprove
Signature: Chairperson, College Curriculum Subcommittee or Graduate Curriculum Subcommittee	Date	Recommendation	

<i>(Signature)</i>	10/27/05	<input checked="" type="radio"/> Approve	<input type="radio"/> Disapprove
Signature: Chairperson, University Curriculum Committee	Date	Recommendation	

<i>(Signature)</i>	10/31/05	<input checked="" type="radio"/> Approve	<input type="radio"/> Disapprove
Signature: Vice President for Academic Affairs	Date	Recommendation	

PROVOST - Does this proposal need to go to the: Board of Governors Council of Trustees

<i>(Signature)</i>	10/31/05	<input checked="" type="radio"/> Approve	<input type="radio"/> Disapprove
Signature: President	Date	Recommendation	

Sent to cur 10/31/05

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B. Communication and Responsibility will be offered once every two years.

VII. **Date approved by University president**

Signature of the University president

Date