



The University of Georgia

Office of the Vice President for Instruction

October 20, 2010

UNIVERSITY CURRICULUM COMMITTEE – 2010-2011

Mr. David E. Shipley, Chair

Agricultural and Environmental Sciences - Dr. T. Dean Pringle

Arts and Sciences - Dr. Roxanne Eberle (Arts)

Dr. Rodney Mauricio (Sciences)

Business - Dr. James S. Linck

Ecology - Dr. James W. Porter

Education - Dr. Yvette Q. Getch

Environment and Design - Mr. Scott S. Weinberg

Family and Consumer Sciences - Dr. Jan M. Hathcote

Forestry and Natural Resources - Dr. Sarah F. Covert

Journalism and Mass Communication - Dr. Alison F. Alexander

Law – No representative

Pharmacy - Dr. Keith N. Herist

Public and International Affairs - Dr. Jerome S. Legge

Public Health – Dr. Marsha M. Black

Social Work - Dr. Stacey R. Kolomer

Veterinary Medicine - Dr. K. Paige Carmichael

Graduate School - Dr. Malcolm R. Adams

Undergraduate Student Representative – Mr. Stephen Thompson

Graduate Student Representative – No representative

Dear Colleagues:

The attached proposal to change the name of the Department of Speech Communication to the Department of Communication Studies will be an agenda item for the October 27, 2010, Full University Curriculum Committee meeting:

Sincerely,

David E. Shipley, Chair
University Curriculum Committee

cc: Professor Jere W. Morehead
Dr. Laura D. Jolly

NAME CHANGE JUSTIFICATION FORM

School/College

Name: _____

Proposed

Name: _____

Department Name Changes:

Current Department Name:

Proposed Department Name:

Department of Speech Communication

Department of Communication Studies

Major Name Changes:

Current Major Name:

Degree

Proposed Major Name:

Speech Communication

A.B.

Communication Studies

Minor Name Change:

Current Minor Name:

Degree

Proposed Minor Name:

Speech Communication

Communication Studies

Prefix Changes: A prefix change package should be submitted after the name change has been approved.

Current
Prefix

Department

Proposed

Department

JUSTIFICATION:

Attach a page justifying changes.

SIGNATURES:

School/College: _____

Department: _____

Prof. [Signature]
Antara G. Bivectur

Attachment: Justification for the Proposed Name Change from the Department of Speech Communication to the Department of Communication Studies

We are seeking approval to rename the Department of Speech Communication. Between July 15 and July 17, 2010 the departmental faculty voted overwhelmingly in favor of changing our name to the Department of Communication Studies. The recorded vote was 12 yeas, 0 nays, and 1 abstention. In the opinion of the majority of the department, the name change is warranted for the following reasons:

1. Because it is more inclusive, the name more accurately represents the various kinds of classes we teach—both undergraduate and graduate—and research we do in the department. That is to say, although speech continues to be a significant object of inquiry for us, it is not our only object of inquiry. *Communication Studies* signals the following foci as well: nonverbal communication, health communication, interpersonal communication, business and professional communication, visual rhetoric, and the rhetoric of the new communication technologies.
2. Changing our name to the *Department of Communication Studies* will signal the department's synchronicity with significant developments in the discipline over the past fifty years. As noted on its webpage, the history of change in the discipline's national organization "reflects the changing priorities and interests of those who engage in research and teaching of communication. Since [its] inception in 1914, this 'changing of the guard' typically has been followed by name changes of communication departments and programs throughout the country." Between 1914 and 1922, ours was the "National Association of Academic Teachers of Public Speaking." In 1923, the membership voted to change the name to the "National Association of Teachers of Speech." In 1946, the organization was renamed the "Speech Association of America" and in 1970 it became the "Speech Communication Association." In 1997 the membership voted on the organization current name, the "National Communication Association." Ours is the only department offering undergraduate and graduate instruction in the arts and sciences of communication in an R-1 university that still calls itself "Speech Communication."
3. Our current name harms our efforts to recruit undergraduate as well as graduate students. Data gathered during the 2009-2010 academic year demonstrates clearly that "Speech Communication" is confusing for both populations: Academic advisors in the Franklin College reported that "undergraduate students don't know what that is," that "it doesn't make sense to them," that "they confuse it with Speech Pathology or Speech Disorders or think its just about Public Speaking." For the past three years, over 30% of graduate degree program applications have to be re-routed to Communication Sciences and Disorders. We do not know how many undergraduate and graduate students do not apply to our program simply because our department does not surface during the typical on-line search (we are not "google-able" in the terms of those programs with which we compete for the best students).