

DOCUMENTS OF THE GENERAL FACULTY

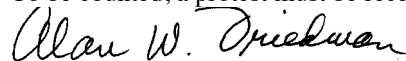
**PROPOSAL TO CREATE A COMMUNICATION AND SOCIAL CHANGE STUDIES MINOR IN
THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE
CATALOG 2018-2020***

Dean Jay M. Bernhardt, in the Moody College of Communication has filed with the Secretary of the Faculty Council the following proposal to create a Communication and Social Change Studies minor in the Moody College of Communication chapter in the *Undergraduate Catalog, 2018-2020*. The Faculty Advisory Committee meeting approved the proposal on September 8, 2017; it was approved by the Moody College Administrative Committee on September 5, 2017; and by Dean Bernhardt on September 11, 2017. The Secretary has classified this proposal as legislation of exclusive interest to one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the proposal on February 16, 2018, and forwarded it to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with the Provost on behalf of the President.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by March 16, 2018.



Alan W. Friedman, Secretary of the General Faculty and Faculty Council
The University of Texas at Austin

Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and Comparative Literature

**PROPOSAL TO CREATE A COMMUNICATION AND SOCIAL CHANGE STUDIES MINOR IN
THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE UNDERGRADUATE
CATALOG 2018-2020**

- 1. TYPE OF PROPOSAL:** New Transcript-Recognized Minor
 Change an Existing Transcript-Recognized Minor
 Delete a Transcript-Recognized Minor
- 2. THIS PROPOSAL INVOLVES: (Please check all that apply)**
- | | | |
|--|--|--|
| <input type="checkbox"/> Courses in other colleges | <input type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges | <input checked="" type="checkbox"/> Flags |
| <input type="checkbox"/> Course in the core curriculum | <input type="checkbox"/> Change in course sequencing for an existing program | <input checked="" type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) | |
- 3. SCOPE OF PROPOSED CHANGE:**
- a. Does this proposal impact other colleges/schools? Yes No
 If yes, then how?
- b. Do you anticipate a net change in the number of students in your college? Yes No
 If yes, how many more (or fewer) students do you expect?
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes No
 If yes, please indicate the number of students and/or class seats involved. Two seats per class
- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes No
 If yes, please indicate the number of students and/or class seats involved.

If 3 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.

How many students do you expect to be impacted?

Impacted schools must be contacted and their response(s) included:

Person communicated with:

Date of communication:

Response:

- 4. OFFICIAL NAME:** Communication and Social Change Minor
- 5. PROPOSED IMPLEMENTATION DATE:** Fall 2018
- 6. FIELD OF STUDY, CIP CODE** (administrative unit awarding the certificate): Communication and Media Studies, Other 09.0199
- 7. STATEMENT OF OBJECTIVE:** We understand how essential strong communication is in engaging strategic social change, and necessary in addressing critical material and human concerns. This minor focuses on how communication as an interdisciplinary approach can be used to build and assess strategic approaches in campaigns, advocacy, and social movements. This concentration will allow students to focus on areas of substantive interest through specialized guidance, course participation, and experiential learning.

8. **ADMISSIONS REQUIREMENT (IF ANY):** None. However if demand exceeds capacity, the Moody College reserves the right to select students based on their academic record.
9. **NUMBER OF STUDENTS EXPECTED TO RECEIVE THE TRANSCRIPT-RECOGNIZED MINOR EACH SEMESTER:** Four per semester.
10. **ANTICIPATED ENROLLMENT CAPACITY?** 30-32.
11. **NUMBER OF HOURS REQUIRED FOR COMPLETION:** Eighteen.
12. **COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR):**

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Joe Cutbirth	Moody College/Comm Studies	Lecturer	PhD, Columbia University
Kathleen McElroy	Moody College/School of Journalism	Associate Director	PhD, University of Texas
Jennifer M. Porras	Moody College/Dean's Office	Senior Academic Advisor	MA, Texas Woman's University
Sharon Stover	Moody College/Department of Radio-TV-Film	Professor	PhD, Stanford University
Karin Wilkins	Moody College/Department of Radio-TV-Film & Dean's Office	Professor and Associate Dean for Faculty Advancement and Strategic Initiatives	PhD, University of Pennsylvania
Minette Drumwright	Stan Richards School of Advertising & PR	Associate Professor	PhD, University of North Carolina at Chapel Hill

13. **Academic Course Requirements:** Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH
ADV 320	Integrated Communication for Non-Profit Organizations #Upper-division standing and University GPA of 2.25 or above.	3
ADV 322	Health Communication Campaigns #Upper-division standing and University GPA of 2.25 or above.	3
ADV 323	Public Communication of Science and Technology #Upper-division standing and University GPA of 2.25 or above.	3
ADV 324	Communicating Sustainability #Upper-division standing and University GPA of 2.25 or above.	3
ADV 336.1	Advanced Issues in Multicultural Markets	3
COM 323.2*	Social Change Minor Internship #Upper-division standing	3
CMS 340K	Communication and Social Change #Upper-division standing	3
CMS 342K	Political Communication	3

	#Upper-division standing	
CMS 354	Conflict Resolution #Upper-division standing	3
J 315R	Contemporary Representation in Media	3
J 341J	Minorities and the Media #J 310F (or 320D) and 311F (or 321C) with a grade of at least B- in each.	3
J 342G	Reporting the World #J 310F (or 320D) and 311F (or 321C) with a grade of at least B- in each.	3
J 348D	Gender and the News *For Journalism majors, J 310F (or 320D) and 311F (or 321C) with a grade of at least B- in each; for others, six semester hours of upper-division coursework in women's and gender studies.	3
J 351F	Journalism, Society, and the Citizen Journalist #Upper-division standing	3
J 358S	Communicating Social Change #J 310F or 313P	3
P R 320	Integrated Communication for Non-Profit Organizations #Upper-division standing and University GPA of 2.25 or above.	3
P R 322	Health Communication Campaigns #Upper-division standing and University GPA of 2.25 or above.	3
P R 323	Public Communication of Science and Technology #Upper-division standing and University GPA of 2.25 or above.	3
P R 324	Communicating Sustainability #Upper-division standing and University GPA of 2.25 or above.	3
RTF 301S	Social Activism in Film	3
RTF 323C	Screening Race #Upper-division standing	3
RTF 342.8	Development Communication and Social Change #Upper-division standing	3
RTF 365.13	Alternative and Activist Media #Upper-division standing	3

14. OTHER MINOR REQUIREMENTS: None.

15. COLLEGE/SCHOOL APPROVAL PROCESS:

Department approval date: September 8, 2017

College approval date: September 5, 2017

Dean approval date: September 11, 2017

Faculty Advisory Committee

Moody College Administrative Committee

JayM. Bernhardt, Dean

PROPOSED NEW CATALOG TEXT:

MINOR AND CERTIFICATE PROGRAMS

Communication and Social Change

Students in this minor will learn how communication, as an interdisciplinary approach, can be used to build and assess strategic approaches in campaigns, advocacy, and social movements. This concentration will allow students to focus on areas of substantive interest through specialized guidance, course participation, and experiential learning.

The minor is open to all undergraduate majors at The University of Texas at Austin and requires eighteen semester hours of coursework. Nine hours must be taken at the upper-division level, and at least nine hours must be taken in residence. If demand exceeds space available the Moody College reserves the right to select students based on a review of their academic record.

The requirements for the minor are as follows:

1. Communication 323.2;
2. Fifteen additional hours to be chosen from the following: Advertising 336.1; Advertising or Public Relations 320, 322, 323, 324; Communication Studies 340K, 342K, 354; Journalism 315R, 341J, 342G, 348D, 351F, 358S; Radio-Television-Film 301S, 323C, 342.8, 365.13.

Students must petition the faculty committee in advance if they wish to substitute another course to use toward any requirement.