

DOCUMENTS OF THE GENERAL FACULTY

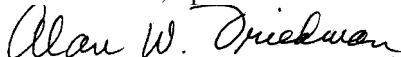
PROPOSAL TO CHANGE THE SCIENCE COMMUNICATION MINOR IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG 2018-2020*

Dean Jay M. Bernhardt, in the Moody College of Communication has filed with the Secretary of the Faculty Council the following proposal to change the Science Communication minor in the Moody College of Communication chapter in the *Undergraduate Catalog, 2018-2020*. On September 15, 2017, Anthony Dudo, Faculty Committee Chair, approved the proposal; 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

3. We are removing some courses and adding new ones that are more applicable to Science Communication.
 4. We are changing the number of required hours to be taken from each course list because of the above-mentioned addition of a third list of courses. A minimum of three hours must now be taken from each of the three lists, with six additional hours chosen from any of the three.
 5. We are changing the internship course number from COM 350 to COM 323.4
 6. We are removing "Communication and Society:" from the title of the minor since this references to an outdated Moody College concentration structure.
 7. We are Changing the minimum grade that a student must earn in minor coursework from C to C-, per new Moody College policy, and allowing for a grade of CR on courses only offered on a pass/fail basis.
- 8. ADMISSIONS REQUIREMENT (IF ANY):** No change.
- 9. NUMBER OF STUDENTS EXPECTED TO RECEIVE THE TRANSCRIPT-RECOGNIZED MINOR EACH SEMESTER:** Five
- 10 ANTICIPATED ENROLLMENT CAPACITY?** Forty
- 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
Anthony Dudo	ADV/PR	Assistant Professor	PhD, University of Wisconsin-Madison
Erin Donovan	CMS	Associate Professor	PhD, University of Illinois
Lucy Atkinson	ADV/PR	Associate Professor	PhD, University of Wisconsin
LeeAnn Kahlor	ADV/PR	Associate Professor	PhD, University of Wisconsin-Madison
Keri Stephens	CMS	Associate Professor	PhD, University of Texas
Matt McGlone	CMS	Professor	PhD, Princeton University
Joshua Barbour	CMS	Assistant Professor	PhD, University of Illinois
Natalie Stroud	CMS	Associate Professor	PhD, University of Pennsylvania
Karin Wilkins	RTF	Professor	PhD, University of Pennsylvania
Kris Wilson	Journalism	Senior Lecturer	PhD, University of Colorado
Renita Coleman	Journalism	Associate Professor	PhD, University of Missouri
Greg Clark	CNS	Senior Lecturer	PhD, University of Texas
Mike Raney	CNS	Assistant Dean	PhD, University of Texas

- 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 305*	Fundamentals of Advertising	3
ADV 323*	Public Communication of Science and Technology #Upper-division standing	3
ADV 324*	Communicating Sustainability #Upper-division standing	3
P R 305*	Fundamentals of Public Relations	3
CMS 306M	Professional Communication Skills	3
(TBD 3XX)*	Creative Communication of Scientific Research (to be added to the inventory in Fall 2017)	3

CMS 313M*	Organizational Communication	3
CMS 315M	Interpersonal Communication Theory	3
CMS 316L*	Interviewing Principles and Practices	3
CMS 320	Advanced Presentation Skills #Upper-division standing, and CMS 306M with a grade of at least C.	3
CMS 322E	Communication Ethics #Upper-division standing	3
CMS 332K	Theories of Persuasion #Upper-division standing	3
CMS 332	Argumentation and Advocacy #Upper-division standing	3
CMS 334K	Nonverbal Communication #Upper-division standing	3
CMS 337	Building Sales Relationships #Upper-division standing	3
CMS 338	Leadership Stories #Upper-division standing	3
CMS 342K*	Political Communication #Upper-division standing	3
CMS 344K	Lying and Deception #Upper-division standing	3
CMS 345*	Media Effects and Politics #Upper-division standing	3
CMS 345G*	Communicating to Government #Upper-division standing	3
CMS 348	Communication Research Methods	3
CMS 350C*	Crowds, Clouds, and Community #Upper-division standing	3
CMS 353S	Social Media and Organizations #Upper-division standing	3
CMS 353C*	Communication for Innovation #Upper-division standing	3
CMS 360W*	Work360 #Upper-division standing	3
CMS 364M	Pre-Graduate School Mentorship	3
CMS 372K*	Advanced Organizational Communication #Upper-division standing, and CMS 313M	3
CLD 301*	Introduction to Communication and Leadership	3
COM 325	Topics in Communication and Leadership	3
COM 350	Communication Internship #Completion of the prerequisite for the three-semester-hour internship course in the student's major department.	3
COM 323.4*	Science Communication Minor Internship (#upper-division standing)	3
J 301F	Fundamental Issues in Journalism	3
J 302F	Digital Storytelling Basics	3
J 313P*	Multimedia News Reporting	3
J 327D	Reporting with Data	3
J 331G	Audio Storytelling	3
J 336D	Graphic Design for Print and Online	3
J 336F	Social Media Journalism	3
J 339G	Mobile News App Design	3
J 346F	Reporting on the Environment #J 310F (or 320D) and 311F (or 321C) with a grade of at least B- in each	3
J 346G	Domestic Issues and Global Perspective	3

14. OTHER MINOR REQUIREMENTS: None**15. COLLEGE/SCHOOL APPROVAL PROCESS:**

Department approval date:	September 15, 2017	Anthony Dudo, Faculty Committee Chair
College approval date:	September 5, 2017	Moody College Administrative Committee
Dean approval date:	September 11, 2017	Jay M. Bernhardt, Dean

PROPOSED NEW CATALOG TEXT:**MINOR AND CERTIFICATE PROGRAMS****~~[Communication and Society]~~ Science Communication Minor**

The Science Communication ~~[and Society]~~ Minor is designed to help prepare students with undergraduate studies in a sciences-related field to effectively communicate science topics to a variety of audiences by utilizing professional communication techniques and tools. Students will gain an understanding of contemporary communication issues that may impact their field, and gain advanced skills to enhance their communication with the public, whether through traditional media, new media, or in person. This program is open only to students with majors in the College of Natural Sciences or the Moody College of Communication. To declare the Science Communication minor, a student must have at least a cumulative 2.5 grade point average.

The minor requires ~~[18]~~ 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. The ~~[certification]~~ minor requirements are:

1. ~~[Six]~~ Three hours of coursework chosen from the list of approved ~~[Issues in Communication]~~ Foundations courses ~~[available in the Moody College of Communication];~~
2. ~~Nine~~ Three ~~[additional]~~ hours of coursework chosen from the list of approved ~~[Communication Tools Skills]~~ courses ~~available in the Moody College of Communication;~~
3. Three hours of coursework chosen from the list of approved Ethics and Leadership courses;
4. ~~[Communication 350, Communication Internship (requires approval of the supervising professor; prior approval is recommended.)]~~ ADV 323 Public Communication of Science and Technology;
5. Six additional hours of approved courses chosen from the three lists above;
6. All courses must be taken for a letter grade, and only courses with a grade of ~~[C]~~ C- or better ~~(or CR for courses offered only on a pass/fail basis)~~ will be counted.

Students pursuing the minor may enroll in any of the approved courses for which he or she meets the prerequisite. Prerequisites for journalism courses may be waived after consultation and consent of the instructor. However, it is recommended that students take Journalism 310F prior to Journalism 346F. ~~[Journalism 311F is recommended prior to 331G. Journalism 302F, normally restricted to Journalism majors, may be taken by students pursuing the Science Communication major. The student must have a University grade point average of at least 2.25 to enroll in any upper-division course in the college.]~~

~~[Students should consult the Student Advising Office for additional information regarding the coursework that meets minor requirements.]~~ The courses that may be counted toward the ~~[certificate]~~ minor include the following:

~~[Issues in Communication Group]~~ Foundations Courses

Advertising 305, Fundamentals of Advertising
Advertising 324, Communicating Sustainability
Public Relations 305, Fundamentals of Public Relations
Communication Studies 306M, Professional Communication Skills
Communication Studies 313M, Organizational Communication
 Communication Studies 315M, Interpersonal Communication Theory
~~[Communication Studies 322E, Communication Ethics]~~

Communication Studies 332K, Theories of Persuasion
Communication Studies 334K, Nonverbal Communication
~~[Communication Studies 338, Leadership Stories]~~
Communication Studies 342K, Political Communication
~~[Communication Studies 344K, Lying and Deception]~~
Communication Studies 345, Media Effects and Politics
~~[Communication Studies 353S, Social Media and Organizations]~~
 Journalism 301F, Fundamental Issues in Journalism
~~[Journalism 346F, Reporting on the Environment]~~
~~[Journalism 346G, Domestic Issues and Global Perspective]~~

~~[Communication Tools Group]~~ Skills Courses

TBD 3XX, Creative Communication of Scientific Research
~~[Communication Studies 306M, Professional Communication Skills]~~
Communication Studies 316L, Interviewing Principles and Practices
 Communication Studies 320, Advanced Presentation Skills
~~[Communication Studies 332, Argumentation and Advocacy]~~
 Communication Studies 337, Building Sales Relationships
~~[Communication Studies 332K, Theories of Persuasion]~~
Communication Studies 345G, Communicating to Government
~~[Communication Studies 348, Communication Research Methods]~~
Communication Studies 350C, Crowds, Clouds, and Community
Communication Studies 353S, Social Media and Organizations
Communication Studies 360W, Work360
~~[Communication Studies 364M, Pre-Graduate School Mentorship (requires approval of certificate committee; prior approval is recommended-)]~~
Communication Studies 372K, Advanced Organizational Communication
~~[Journalism 302F, Digital Storytelling Basics]~~
Journalism 313P, Multimedia News Reporting
~~[Journalism 331G, Audio Storytelling]~~
~~[Journalism 327D, Reporting With Data]~~
~~[Journalism 336D, Graphic Design for Print and Online]~~
 Journalism 336F, Social Media Journalism
~~[Journalism 339G, Mobile News App Design]~~
Journalism 346F, Reporting on the Environment
~~[Communication 325, Topics in Leadership and Communication]~~
 Communication 323.4, Science Communication Minor Internship

Ethics and Leadership Courses

Communication Studies 322E, Communication Ethics
Communication Studies 332, Argumentation and Advocacy
Communication Studies 338, Leadership Stories
Communication Studies 344K, Lying and Deception
Communication Studies 353C, Communication for Innovation
Communication and Leadership 301, Introduction to Communication and Leadership