



STATE OF CONNECTICUT  
BOARD OF TRUSTEES  
FOR THE STATE COLLEGES

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RESOLUTION

concerning

BACHELOR OF ARTS DEGREE  
IN  
COMMUNICATIONS

April 1, 1977

RESOLVED, Under the authority granted the Board of Trustees in Chapter 164, Section 109 and 10-326 of the General Statutes, Central Connecticut State College is hereby authorized to submit a program proposal leading to a Bachelor of Arts Degree in Communications to the Commission for Higher Education for planning approval.

A Certified True Copy:

  
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James A. Frost  
Executive Director

## APPLICATION FOR PLANNING APPROVAL

### I. Program Classification

- A. Major in Communications
- B. B.A. in Communications
- C. HEGIS #0601 Communications, general
- D. Department of Speech Communication and Speech Pathology
- E. Central Connecticut State College

### II. A. Program Description

Studies in communication arts and sciences are especially apt to acquaint the student with his own nature and with that of other human beings through his direct, participating interactions with them. Speech is more than presenting information or winning a point; it is the whole process of deliberation by which decisions are made. Inasmuch as the various aspects of oral communication play such a major role in the lives of all citizens and since all citizens rely heavily upon their abilities to speak and to hear as well as to enjoy the artistic aspects of communication, there exists a need to study this field.

An undergraduate B.A. major in communications is desirable because of its liberal arts basis, its potential for practical applications to career development, present student demand for the offerings of our Department, and the need for our institution to adjust to changing realities. Particular objectives that students might be expected to achieve include:

1. ability to prepare for and participate in public performance in a variety of modes and environments.
2. appreciation of communication relationships within and among persons.
3. skills for participation on group decision making.
4. adaptability to communication structures in varied situations.
5. awareness of speech problems and their remedies.
6. capacity to design and analyze messages.
7. skill in using conference techniques and related forms of parliamentary management.
8. understanding of the processes of controversy and persuasion.
9. knowledge of mass media theory and practice.
10. completion of internship in communications.

The philosophy of the department towards communication is that it can best be studied from a broad perspective. Students in the program envisaged could select a general communications program or one designed to meet particular aptitudes or interests. The major in communication would be distinctive, however, because the student also will be

encouraged to take course work in cognate academic areas which will count towards the minimum hour requirements of the department major. Specifically, courses in mass media, advertising and public relations, behavioral sciences and principles of business management could be included.

B. Not applicable.

C. Transfer requirements will be consistent with the general rules and regulations of the College as specified on page 12 and 13 of the undergraduate catalogue, 1976-1977.

### III. Program Justification

#### A. General Data

1. Consistent with its mission as a multi-purpose institution of higher learning, CCSC is committed to providing major programs in the liberal arts. The proposed major in Communication is an integral part of this effort in that students can gain an added understanding of human behavior in the twentieth century.
2. Only five senior colleges in Connecticut offer any major in the field. In recent years the University of Connecticut, the University of Hartford, and Southern Connecticut State College have witnessed dramatic growth in the number of Speech majors. Stable enrollments have characterized the programs at the University of Bridgeport and Western Connecticut State College. The greatest growth in Speech majors throughout the state, and indeed throughout the country, comes in programs offering the broadest approach to the study of communication.
3. The career outlook for students trained in communications is promising. The environment of tomorrow will be communication oriented. Increasingly, communications graduates are in demand to apply their specialized knowledge and skills.

Some graduates will return to academic settings as teachers or researchers. Others will use their undergraduate experience as liberal arts preparation for other academic fields. For a sizeable percentage the major in communication will constitute preprofessional preparation for fields such as law, business administration and public affairs. Mass media and public relations are among the specific career fields also available for persons who complete this program.

The ultimate career of any undergraduate student may be very different from the one anticipated. Even the same career can change sharply from its original

dimensions. In our rapidly changing environment, certain fundamental skills and habits of mind provide the essentials for adaptation. Of these intellectual skills, says President Derek Bok of Harvard University, "the most obvious is the ability to communicate orally and in writing with clarity and style."\*

B. Student Demand

We project a first year enrollment in this program of fifteen, a second year enrollment of thirty, and a third year enrollment of fifty. Our estimate is based on data from other institutions in Connecticut, on information concerning other recent programs at Central, and on requests for special studies majors that draw heavily on our course offerings.

Four new courses have been added to the speech communication offerings in the last three semesters, while the most recent semester's requests not honored for speech communication courses exceeded five hundred. Demand for communications courses indicate that if CCSC is to serve its student clientele adequately this new major should be available.

C. Employment Opportunities

To use one example of national trends, Richard Christian, President of the American Association of Advertising Agencies, sees growth in ad agencies of 10-12 percent in 1976 alone. He adds, "the trend is for agencies to look after the total communication needs of their clients."\*\* This same story could be repeated in cable television, network or local broadcasting, public relations, and other communications industries.

On the state and local levels, our survey indicates that positions are available for persons with communications training and experience at more than a dozen area advertising and public relations agencies. Other business and service institutions undoubtedly express similar needs. All this is in addition to the opportunities for communications graduates in law, social work, public affairs, or education.

IV. Resource Requirements

- A. Current funding of the Department of Speech Communication and Speech Pathology and to cognate academic areas is adequate to initiate the proposed major. Current

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\*From "Speech Communication and Careers," a brochure published in 1976 by the National Speech Communication Association.

\*\*Cited by Chicago Daily News Service, May 23, 1976

inventories of speech equipment (records, tape recorders, audiometers, anatomical models, etc.) are sufficient to meet student demand for at least the first three years of the major. The campus also currently has fully equipped facilities in the areas of television and radio broadcasting and audio-visual studios and equipment. The Department of Speech Communication and Speech Pathology has a small but good departmental library, and the college library has an excellent collection of material covering the whole spectrum of Speech Communication. The Department maintains an updated list of relevant college library holdings.

- B. This program would not require external resources beyond those currently available. An internship in communications will be part of the proposed program which will utilize community resources as well as those of the institution. The existing internship in public affairs at the College and the present work-study program could be coordinated with the proposed major. The Central Connecticut region has a sizable number of advertising and public relations firms, broadcasting companies, and other communications industries.
- C. Within the Department of Speech Communication and Speech Pathology, four of the six full-time members hold doctorates in appropriate fields. Another has extensive professional experience in broadcasting and film. Outside of this Department, both the Director of Television and the Director of Audio-Visual Services hold doctorates and have extensive experience in their fields. Contributing faculty members from the School of Business hold the appropriate terminal degrees. One additional faculty member would be needed by the end of the third year, particularly to coordinate the internship program.

#### V. Time Schedule

- A. Institutional approval, March 1977, Board Approval, June, 1977
- B. Proposed date of enrollment of students, September, 1977
- C. Target date for awarding first degree, June, 1979

#### Licensure and Accreditation

Central Connecticut State College is accredited by the New England Association of Schools and Colleges, the National Council for the Accreditation of Teacher Education, and the Connecticut State Board of Education.