

California State University, Long Beach

POLICY STATEMENT

March 31, 1983

Number: 83-02

File: Option

The following curricular program, recommended by the Academic Senate in its meeting of February 10, 1982, was approved by the President on March 14, 1983.

SUBJECT: BACHELOR OF ARTS DEGREE OPTION IN INTERPERSONAL AND ORGANIZATIONAL COMMUNICATION--DEPARTMENT OF SPEECH COMMUNICATIONS

The proposed major consists of 51 units of which 33 units are specified. The remaining 18 units are electives selected from within specific categories designed to provide selected skills and knowledges.

OPTION IN INTERPERSONAL AND ORGANIZATIONAL COMMUNICATION

Lower Division: 15 units as follows:

A. Three units selected from:

- 130 - Essentials of Public Speaking (3)
- 132 - Small Group Discussion (3)

B. All of the following:

- 200 - Nonverbal Communication (3)
- 210 - Elements of Interpersonal Communication (3)
- 220 - Elements of Organizational Communication (3)
- 230 - Measurement in Communication Research (3)

Upper Division: 36 units as follows:

A. Major core, 18 units as follows:

- 332 - Small Group Communication (3)
- 344 - Theory and Techniques of Interviewing (3)

- 410 - Advanced Concepts in Interpersonal Communication (3)
- 420 - Advanced Concepts in Organizational Communication (3)
- 435 - Communication Criticism (3)
- 448 - Language and Behavior (3)

B. Three Units required from:

- 331 - Argumentation and Debate (3)
- 335 - Persuasive Speaking (3)

C. Three units required from:

- 333 - Communication Interpretation of Literature (3)
- 338 - Ensemble Interpretive Reading (3)

D. Six units required from:

- 346 - Group Facilitation (3)
- 411 - Communication in Conflict Resolution (3)
- 421 - Communication in Bargaining and Negotiation (3)
- 432 - Communication Leadership (3)
- 450 - Communication Training and Organizations (3)

E. Six units required from:

- 430 - Computer Applications in Speech Communication (3)
- 449 - Oral Persuasion and Attitude Change (3)
- 451 - Intercultural Communication (3)
- 490 - Special Topics (1-3)
- 492 - Internship (3)

The structure of the major is based on the assumption that the student who seeks to find employment as a Interpersonal/Organizational Communication specialist needs a broad concentration in both theoretical and performance courses. The major has, consequently, been organized in several categories to provide specified sets of theoretical and performance-related experiences. The lower-division courses will provide a set of performance, theoretical, and methodological experiences to prepare the student for advance upper-division course work. The prerequisite requirements of the selected lower-division courses will ensure this preparation.

The upper-division course work is to be divided into five categorizes.

Category A is the theoretical and performance core course consisting of 18 units. Although the purpose of these

courses is evident, a word about Course 345 is appropriate. The department firmly believes that Speech Communications majors must receive training and experiences in evaluative and judgmental thinking. The new University General Education requirement for course work in critical thinking unfortunately does not emphasize this evaluative dimension. (Although the study of deduction, induction, and standard fallacies is important, it alone is insufficient.) Course 435, as proposed, will provide the opportunity for students to engage in evaluative thinking processes through the study and criticism of various forms of public discourse.

Category B provides the student with a set of performance-related speaking experiences. These experiences center on the determination of communication goals in public discourse environments and the organization and public presentation of messages in support of those goals.

Category C also provides a set of performance experiences but of a different nature. Most students who follow a major of this type will usually find employment requiring frequent oral presentations. A determined set of insufficiencies among many students in this area is (1) the inability to read orally in an audience-satisfying manner, (2) a lack of showmanship, and (3) the inability to relate anecdotal stories and events. This category will provide students with an experiential course which stresses many of these skills.

Category D consists of six elective units selected from various aspects of Speech Communications directly related to Interpersonal and Organizational Communication.

Category E also consists of six elective units in Speech Communications course work but with a wider latitude that offers students choices depending on interest, intent, and career choices. The use of Course 490 will be restricted to specific courses that are directly identified as applying to the Interpersonal and Organizational Communication major option. The internship provision will provide an opportunity for selected students to gain work experiences in various public and private organizations off campus. Enrollment will be limited by the number of available internships, intern director availability, and the number of qualified students. Admission to the internship will be by application to the internship director whose permission will be required.

EFFECTIVE: Fall 1983

ESC:033183
3148:APLPS

