

FINAL DRAFT

PENNSYLVANIA STATEWIDE PROGRAM-TO-PROGRAM ARTICULATION AGREEMENT IN COMMUNICATION

In accordance with Article XX-C of the Public School Code of 1949, this Agreement ensures that a student who successfully completes an Associate of Arts (AA) or Associate of Science (AS) degree in pre-defined areas of the Communication Discipline at a participating institution can transfer the full associate degree into a parallel bachelor degree program in Communication at another participating college or university. The Communication Discipline includes the areas of Communication, Communication Studies, Human Communication and Mass Communication.

Full junior-standing will be granted to students who have successfully completed an associate's degree provided that:

- The associate's degree earned includes, at minimum, 12 credits of major-specific coursework as outlined under Major Requirements in this Agreement;
- The maximum number of major-specific coursework (credits) in the associate's degree does not exceed 50% of the major-specific coursework (credits) required by the parallel bachelor degree program offered by the four-year institution.

Students meeting these criteria will be considered by the receiving bachelor degree-granting institution to have received adequate preparation for a parallel bachelor degree and to be eligible to transfer into advanced coursework in Communication.

OVERVIEW

Communication as an academic discipline is a very broad area of study that includes specific academic concentrations including public speaking, interpersonal communication, small group communication, and intercultural communication as well as more applied concentrations in the areas of mass communication and media studies to name a few.

The National Communication Association (NCA) (www.natcom.org) describes the field of Communication as a discipline that focuses on how humans use verbal and nonverbal messages to create meaning in various contexts (from two person groups to mass audiences) across cultures using a variety of channels and media. The discipline is especially interested in the impact of those messages on human behavior.

Communication as a discipline includes:

- The study of communication in interpersonal relationships, groups, organizations and across cultures;
- Rhetorical theory and criticism;
- Performance studies;
- Argumentation and persuasion;
- Technologically mediated communication; and,
- Popular culture.

Areas of Concentration in the Communication Discipline

The study of communication can focus on a wide array of sub-disciplines. While areas of emphasis differ from one educational institution to another, some of the most common include:

Classroom and Training Communication: The study of communication in the classroom and other pedagogical contexts.

Communication Theory: The study of principles that account for the impact of communication in human social interaction.

Electronic Media: The study of radio, television, media technology, and web design with streaming audio and video.

Family Communication: The study of communication unique to family systems.

Gender Communication: The study of gender and sex differences and similarities in communication and the unique characteristics of male-female communication.

Health Communication: The study of communication as it relates to health professionals and health education, including the study of provider-client interaction as well as the diffusion of health information through public health campaigns.

International and Intercultural Communication: The study of communication among individuals of different cultural backgrounds, including the study of similarities and differences across cultures.

Interpersonal Communication: The study of communication behaviors in pairs and the impact it has on personal relationships.

Language and Social Interaction: The study of the structure of verbal and nonverbal behaviors occurring in social interaction.

Legal Communication: The study of the role of communication as it relates to the legal system.

Mass Communication and Media Literacy: The study of the uses, processes, and effects of mediated communication.

Mediation and Dispute Resolution: The study of understanding, management, and resolution of conflict within intrapersonal, interpersonal, and intergroup situations.

Organizational Communication: The study of processes used to analyze communication needs of organizations and social interaction, including the design of training to improve communication between supervisors and employees.

Performance Studies: The study of how performer(s), text, audience and context interact to create a performance.

Political Communication: The study of the role communication plays in political systems.

Public Address: The study of speakers and speeches, including the historical and social context of platforms, campaigns, and movements.

Public Relations: The study of the management of communication between an organization and its audiences.

Rhetorical Criticism: The study of principles that account for the impact of human communication between speaker and audience.

Risk and Crisis Communication: The study of how government agencies and organizations assess and manage risk and crisis situations, and how they communicate the nature of a crisis to stakeholders and members of the public.

Small Group Communication: The study of communication systems among three or more individuals who interact around a common purpose and who influence one another.

Visual Communication: The study of how visual data, such as architecture, photography, web, visual art, and the images of advertising, film, and television have an impact on audiences.

Given this broad range of potential areas of concentration, it is challenging to create an agreement that neatly captures the possible areas upon which individual students will focus their studies. Given the major areas of concentration offered

at the colleges and universities that participate in the Commonwealth's statewide college credit transfer system, the most effective way to define this articulation agreement was to organize these sub-disciplines into two larger categories:

- Human Communication
- Mass Communication

It is understood the names of associate's and bachelor's degree programs in Communication at various Pennsylvania institutions of higher education may vary. The purpose of this agreement is to provide a clear common framework to allow students to transfer to an appropriate participating college or university where they can continue their education with full junior class standing and focus on their selected sub-discipline of Communication.

Not every participating college or university will offer an appropriate bachelor's degree in Communication for every student. Students will be responsible for investigating available options that best meet their unique needs, prior to completing the transfer from the 2-year to 4-year institution.

REQUIRED MAJOR-SPECIFIC CONTENT AREAS

Programs offered at associate degree-granting institutions will provide instruction that will allow students to acquire competency in the following Major-Specific Content Areas:

- 1. Public Speaking – 3 credits**
- 2. Major Content Categories – 9-12 credits**
 - a. Human Communication**
 - b. Mass Communication**

1. Public Speaking – 3 credits

Students should demonstrate a competency in public speaking as a foundational requirement across all major subfields of Communication.

Comparable coursework will reflect the following learning outcomes:

- Students will demonstrate effective oral communication skills by applying theory and the underlying principles of public speaking such as organization, evidence, and delivery in a public setting.
- Students will demonstrate the ability to assess audience and situation, and to appropriately adapt communication to both.
- Students will demonstrate the ethical use of rhetoric to inform and influence an audience.

2. Major Content Categories – 9-12 credits

Students should demonstrate an understanding of the foundational theories and principles associated with the study of human communication and/or develop skills associated with specific media related professions.

a. Human Communication

In the field of Communication Studies, the examination of human communication involves the study and/or analysis of the communication process within specific subfields of communication such as interpersonal, group, and intercultural communication.

Comparable coursework will reflect the following learning outcomes:

- Demonstrate a theoretical and practical understanding of the communication process.
- Understand the history and major disciplines in the field of communication.
- Demonstrate effective writing and research skills.
- Demonstrate critical thinking abilities by articulating an intellectual position through the spoken and written word.
- Demonstrate analysis skills through the application of theory to communication texts.
- Demonstrate communication competence within a culturally diverse society.
- Demonstrate the importance of ethical behavior.
- Demonstrate effective communication skills to be an informed citizen in a democratic society.

b. Mass Communication

Competencies in addition to those above are listed below. Additional competencies may be required for Pennsylvania colleges and universities that are accredited by a professional communication organization, such as the Accrediting Council of Education in Journalism and Mass Communications (ACEJMC). Students are encouraged to seek counsel from their advisor when planning their transfer to these colleges and university programs. Some of the competencies below are based on the ACEJMC recommended skills.¹

- Effective professional writing skills, including appropriate forms and styles.
- Effective creation of visual images, including appropriate forms and styles.
- Demonstrate basic proficiencies of tools and technology needed for their selected profession.
- Understand the history, theory and practical applications of mass communication.
- Demonstrate an understanding of the need for a commitment to on-going professional development in the rapidly changing in the world of communication.
- Understand the legal issues of communication: creating, distributing and consuming messages.
- Demonstrate the ability to use quantitative skills in a professional environment.
- Demonstrate the ability to analyze and interpret media messages with the intent to build media literacy.

RECOMMENDED FRAMEWORK COURSES

All of the participating institutions require students to earn credits outside of their major area of study. This coursework is often referred to as the General Education Curriculum or Distribution Requirements.

The Commonwealth's statewide college credit transfer system includes an advising tool called the "30-Credit Transfer Framework", or simply the "Transfer Framework". The Transfer Framework consists of six categories of foundation-level coursework that can be seamlessly transferred among the participating institutions. Students may transfer up to 30 credits from the Transfer Framework among the participating institutions and have those credits count toward graduation. See Appendix B or go to www.PAcollegeTransfer.com.

The Framework categories consist of multiple course options. However, some Framework courses are more relevant to the field of Communication than others. Therefore, in addition to the Major-Specific requirements mentioned previously, students majoring in Communication would benefit greatly from completing the following coursework from the Transfer Framework:

- Category 1 – English Composition
- Category 2 – Public Speaking
- Category 3 – Elementary Statistics plus one additional math course
- Category 4 – Two Natural Science courses with a lab
- Category 5 – Two courses in Social Science
- Category 6 – Introduction to Literature plus one additional course in Humanities

Students are encouraged to complete the recommended courses in Framework Category 1 and Category 2. In Category 3, students should complete Elementary Statistics plus one additional math course from the Framework. In Category 4 students may complete up to two natural science courses with a lab.

The exploration of the Social Sciences and Arts & Humanities enhances students' academic frame of reference as a Communication major. Therefore, in Category 5 students are encouraged to work with an academic advisor to select appropriate Social Science coursework. In Category 6 students should complete Introduction to Literature and work with an advisor to select one additional course in the Humanities.

¹ Accrediting Council of Education in Journalism and Mass Communications (ACEJMC) Principles of Accreditation can be found at <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#top>.

These courses are recommendations only. They are not required as part of the major or the articulation agreement. Students will not be penalized for not completing the recommended courses prior to transferring. The courses listed are merely suggestions that would complement and enhance the Communication major curriculum.

Table 1: Recommended Transfer Framework Courses for Communication Majors

Transfer Framework Category	Framework Allows Students to Take...	RECOMMENDED Framework Coursework for Communication Majors
Category 1	1 course (3-4 crs)	English Composition
Category 2	1 course (3-4 crs)	Public Speaking
Category 3	1-2 courses (no more than 8 crs)	1. Elementary Statistics 2. One additional math course chosen with an advisor
Category 4	1-2 courses (no more than 8 crs)	Two courses in Natural Sciences chosen with an advisor
Category 5	1-2 courses (no more than 8 crs)	Two courses in Social Science chosen with an advisor
Category 6	1-2 courses (no more than 8 crs)	1. Introduction to Literature 2. One additional course in Humanities chosen with an advisor

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Appendix A: Program-to-Program Articulation Agreement for Communication

<u>REQUIRED</u> <u>MAJOR-SPECIFIC CONTENT AREAS</u>	Minimum Requirements
Public Speaking	3 credits
Major Content Categories 1. Human Communication 2. Mass Communication	9-12 credits
Minimum <u>Major-Specific Credits</u> = <u>12 Credits</u>	
<u>RECOMMENDED</u> <u>TRANSFER CREDIT FRAMEWORK COURSES</u>	Minimum Requirements
Category 1 (1 course)	English Composition
Category 2 (1 course)	Public Speaking
Category 3 (2 courses)	1. Elementary Statistics 2. One additional math course chosen with an advisor
Category 4 (2 courses)	Two courses in Natural Sciences chosen with an advisor
Category 5 (2 courses)	Two courses in Social Science chosen with an advisor
Category 6 (2 courses)	1. Introduction to Literature 2. One additional course in Humanities chosen with an advisor
Minimum <u>Transfer Framework Credits</u> = <u>30 Credits</u>	
<u>MINIMUM TOTAL FOUNDATION-LEVEL CREDITS = 39 Credits</u>	

Appendix B: 30-Credit Transfer Framework

Students who successfully complete courses from the approved categories below can have their credits transferred and counted towards graduation at any of the participating PA TRAC colleges and universities. Please be aware that certain majors may have specific requirements prescribed by external agencies. It is the student's responsibility to work with an advisor to select appropriate courses as they relate to the major.

Category 1 (3-4 credits)	Category 2 (3-4 credits)	Category 3 (min. 3-4 credits; max. 6-8 credits)	Category 4 Must include lab (min. 3-4 credits; max. 6-8 credits)	Category 5 (min. 3-4 credits; max. 6-8 credits)	Category 6 (min. 3-4 credits; max. 6-8 credits)
English Composition	Public Speaking	Foundations of Mathematics	General Chemistry I (majors & non-majors courses)	General Psychology	Introduction to Music
		College Algebra	General Chemistry II (majors & non-majors courses)	Introduction to Sociology	Introduction to Philosophy
		Elementary Statistics	General Biology I (majors & non-majors courses)	American National Government	Elementary Spanish I
		Precalculus	General Biology II (majors & non-majors courses)	Educational Psychology	Elementary Spanish II
		Calculus I	General Physics I (non- calculus)	History of Western Civilization II	Painting I
			General Physics II (non-calculus)	Principles of Macroeconomics	Elementary French I
			Anatomy & Physiology I	Principles of Microeconomics	Elementary French II
			Anatomy & Physiology II	U.S. History I	Drawing I
			Introduction to Astronomy	U.S. History II	Ethics
				History of Western Civilization I	Introduction to Art
				Contemporary Social Problems	German I
				Introduction to Anthropology	German II
					Introduction to Literature (may also be known as Introduction to Poetry, Interpreting Literature, Reading Literature, Theses in Literature, Topics in Literature, Current Themes in Literature)
					Survey of American Literature
					Literature of the Western World
			World Literature		
			American Literature		
			Survey of English Literature		
			Introduction to Theatre		

TAOC 2ND Draft Feedback to COMMUNICATION PAC
December 12, 2011

Submitted by	TAOC Institution	Comments:	Was this comment previously considered by the PAC? If so, how it was addressed?	Reply to TAOC from the PAC
Shawn Queeney	Bucks County Community College	My comment is in regards to "Required Major - Specific Content Areas" section of the document, under "b. Mass Communication." There should be a bullet point that addresses Media Literacy and Critical Thinking, i.e.: "Demonstrate the ability to analyze and interpret media messages with the intent to build Media Literacy."	No.	The wording and bullet point was added as suggested.
Kathryn Young	Mansfield University of Pennsylvania	I'm still very concerned about "Public Speaking" being the number 1 requirement. It is accepted practice at many schools to teach a hybrid course as the base course for all students at the university including communication majors. Our course "Oral Communication" covers public speaking in it as well as the basics of interpersonal and other communication topics. And they give speeches. But to call the course "Public Speaking" only focuses on speeches. This is going to create a difficulty for campuses. And it is a very limited vision. Also, the definitions for Applied Communication and Organizational Communication are still identical. As a communication person, that makes no sense to me.	Yes.	Two concerns: 1) public speaking is a group of competencies, not a course and therefore would not be an issue. 2) The Applied Communication area has been eliminated since it was duplicative and overly broad. Each of the areas could be applied to varying degrees.
Neil Goldstein	Montgomery County CC-Central Campus	I strongly believe that there should be a Mass Media 3 credit requirement listed as part of the category one or two minimum requirement for the RECOMMENDED TRANSFER CREDIT FRAMEWORK COURSES. At a minimum, absence of a mass media course in the recommended transfer framework means that 21st century students will not achieve the academic ability to fully understand, critically view and effectively participate in the media rich world in which they live. This lack of rigor in the transfer framework leaves PA students unprepared for the future. English and Public Speaking do not cover the necessary academic skills. To pretend or expect that they do shows a complete lack of understanding of the information necessary for our students to succeed in today's world.	Yes.	These comments were discussed by the PAC and determined to be a result of creating a <i>statewide</i> articulation agreement – not a “lack of rigor” as described by the author.

Submitted by	TAOC Institution	Comments:	Was this comment previously considered by the PAC? If so, how it was addressed?	Reply to TAOC from the PAC
Edward Gurtis	Luzerne County Community College	<p>I am the Dept. Chair here at LCCC of the Health, Physical Education and Exercise Sciences. I am quite concerned that a Physical Education requirement is not included in any of the categories for required transfer for General Education requirements. With the growing epidemic of obesity and sedentary lifestyles, I am perplexed as to why a physical education requirement would not be included. Most if not all of the 4-year state colleges require at least 2, if not in some cases, 3 credits of a health, physical education or wellness requirement. As community colleges and state public academic institutions, I feel that we should be providing not only a well rounded cognitive academic experience but also a well rounded and informed physically educated individual as well. I feel that a physical education requirement should be included in the transfer agreements. Thank you.</p>	No.	<p>The concern raised is one to be considered by TAOC and would potentially have statewide implications across all subject areas.</p>