



**Communication**

<b>ACTIVE TEACHING DISCIPLINES</b>		
<b>For Administrative Use Only – Please do <u>not</u> edit federal NCES information below</b>		
<b>CIP Code</b>	<b>Description</b>	<b>NCES Definition</b> For more information on the NCES CIP taxonomy, see <a href="http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55">http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55</a>
09.0101	Speech Communication and Rhetoric	A program that focuses on the scientific, humanistic, and critical study of human communication in a variety of formats, media, and contexts. Includes instruction in the theory and practice of interpersonal, group, organizational, professional, and intercultural communication; speaking and listening; verbal and nonverbal interaction; rhetorical theory and criticism; performance studies; argumentation and persuasion; technologically mediated communication; popular culture; and various contextual applications.
09.0102	Mass Communication/Media Studies	A program that focuses on the analysis and criticism of media institutions and media texts, how people experience and understand media content, and the roles of media in producing and transforming culture. Includes instruction in communications regulation, law, and policy; media history; media aesthetics, interpretation, and criticism; the social and cultural effects of mass media; cultural studies; the economics of media industries; visual and media literacy; and the psychology and behavioral aspects of media messages, interpretation, and utilization.
09.0401	Journalism	A program that focuses on the theory and practice of gathering, processing, and delivering news and that prepares individuals to be professional print journalists, news editors, and news managers. Includes instruction in news writing and editing; reporting; photojournalism; layout and graphic design; journalism law and policy; professional standards and ethics; research methods; and journalism history and criticism.
09.0701	Radio and Television	A program that focuses on the theories, methods, and techniques used to plan, produce, and distribute audio and video programs and messages, and that prepares individuals to function as staff, producers, directors, and managers of radio and television shows and media organizations. Includes instruction in media aesthetics;

		planning, scheduling, and production; writing and editing; performing and directing; personnel and facilities management; marketing and distribution; media regulations, law, and policy; and principles of broadcast technology.
09.0900	Public Relations, Advertising, and Applied Communication.	A general program that focuses on organizational communication, public relations, and advertising; and that prepares individuals to function in a wide range of public and private sector positions requiring the skills of persuasive communication. Includes instruction in communications, public relations, and advertising theory; principles and techniques of persuasion; message/image design; marketing strategy; professional writing; public speaking and multi-media presentation skills; digital communications; and applied research.

The qualifications described below represent commonly accepted good practices for teaching in the discipline(s) included in this unit. [1]

**Please provide a general description of unit, including programs and course offerings [2]**

Degrees and programs available in the Nicholson School of Communication:

- Advertising-Public Relations, B.A. [09.0900]
- Human Communication, B.A. [09.0101]
- Journalism, B.A. [09.0401]
- Radio-Television, B.A. [09.0701]
- Journalism Studies minor
- Magazine Journalism minor
- Mass Communication minor
- Interpersonal-Organizational Communication minor
- Communication, M.A. with two tracks: Interpersonal Communication and Mass Communication
- Graduate Certificate in Corporate Communication

These degrees and courses fall under two overarching disciplines:

- Mass Communication [09.0102] (Advertising-Public Relations, B.A. [09.0900], Journalism B.A. [09.0401], Radio-Television B.A. [09.0701], Journalism Studies minor, Mass Communication minor, Magazine Journalism minor and the Mass Communication track of the M.A.) or
- Communication Studies (Human Communication, B.A. [09.0101] and Interpersonal-Organizational minor and the Interpersonal Communication track of the M.A.)

The school also serves the university's general education program and teaches introductory communication and speech courses to a large portion of the university population. Additionally, NSC houses co-curricular programs, such as the UCF Debate Team and UCF Speech Team.

The school's faculty is organized into four programs: 1) advertising-public relations, 2) radio-television, 3) journalism and 4) interpersonal-organizational communication. The school manages three computer labs and a modern television production/post-production facility to support course instruction.

Education and research in the school span many areas within the mass communication and human communication disciplines, including (but not limited to) crisis and risk communication, health communication, interpersonal and organizational communication and international and intercultural communication. As well as journalism and electronic media, advertising, public relations and corporate communication. The school benefits from strong ties with the professional community through partnerships, such as internship offerings for NSC students.

### **Terminal degree(s) for each discipline taught in the unit [3]**

*A terminal degree in the teaching discipline qualifies a person to teach throughout the broad scope of the teaching discipline at the undergraduate and graduate levels. [4]*

Acceptable degrees in Mass Communication (Advertising-Public Relations, B.A. [09.0900], Journalism B.A. [09.0401], Radio-Television B.A. [09.0701], Journalism Studies minor, Mass Communication minor, Magazine Journalism minor and the Mass Communication track of the M.A.) are:

- Ph.D. in Mass Communication
- Ph.D. in Mass Communication Research
- Ph.D. in Public Communication
- Ph.D. in International Communication
- Ph.D. in Electronic Imaging of Media (for Radio-Television)
- Ph.D. in Communication
- Ph.D. in Advertising

Acceptable degrees in Communication Studies [09.0101] (Human Communication, B.A. and Interpersonal-Organizational minor and the Interpersonal Communication track of the M.A.) are:

- Ph.D. in Communication
- Ph.D. in Mass Communication
- Ph.D. in Organizational Communication
- Ph.D. in Interpersonal Communication
- Ph.D. in Speech
- Ph.D. in Speech Communication
- Ph.D. in Communication and Speech
- Ph.D. in Communication Theory
- Ph.D. in Intercultural Communication
- Ph.D. in International Communication

### **Broadly related discipline(s) for each discipline taught in the department**

*Specialization qualifies a person to teach throughout the broad scope of teaching discipline (approximately five or more courses on distinct topics)*

To be qualified to teach in the undergraduate programs of the school, one must have a master's (or the equivalency) in:

For mass communication (Advertising-Public Relations, B.A. [09.0900], Journalism B.A. [09.0401], Radio-Television B.A. [09.0710], Journalism Studies minor, Mass Communication minor, Magazine Journalism

minor and the Mass Communication track of the M.A.):

- Mass Communication
- Communication
- Journalism
- Corporate Communication and Technology
- Cultural Communication
- Advertising
- Communication
- Public Relations
- Film & Television
- Radio & Television
- Media Studies

For communication studies (Human Communication, B.A. [09.0101] and Interpersonal-Organizational minor and the Interpersonal Communication track of the M.A.):

- Communication
- Interpersonal Communication
- Organizational Communication
- Intercultural Communication
- International Communication
- Corporate Communication and Technology
- Communication Theory
- Speech
- Technical & Professional Communication

### Selectively related discipline(s) for each discipline taught in the department

*Specialization does not qualify a person to teach distinct topics throughout the broad scope of the teaching discipline but does qualify to teach a more restrictive set of courses in the discipline (approximately four or fewer courses on distinct topics)*

Previously, the department (then school) qualified faculty using differing criteria. A faculty member who attained a Ph.D. in Curriculum and Instruction with coursework and research concentrations in communication was deemed suitable to teach in the communication (09.0101) studies program. A faculty member who attained a Master's in English with specialization in film studies, plus significant professional experience was deemed suitable to teach all courses in the radio-television program (09.0701). Finally, a faculty member with an MFA in screenwriting/technical production with appropriate experience was deemed appropriate for teaching introductory communication classes (09.0101).

**Justification for use of faculty with 'other' teaching qualifications and additional faculty teaching qualifications information [5] [6]**

When qualifying a person using the 'other' qualifications option, NSC will only qualify a person if she/he has substantial, progressive professional experience. Typically this entails more than a decade of professional experience where the individual has shown professional growth/advancement (e.g., promotion, additional significant duties, etc.) in his/her role(s). The professional experience must be germane to the course(s) being assigned/taught. NSC typically only uses the 'other' qualifications options for faculty in the mass communication programs (09.0102, 09.0401, 09.0701 and 09.0900).

---

[1] The unit chair/director, in consultation with unit faculty, has responsibility for identifying and articulating commonly accepted good practices in each teaching discipline taught in the unit and for providing appropriate justification as needed. In the case of an emerging discipline for which common collegiate practice has not yet been established, a compelling case must be provided as necessary to substantiate the claims made.

[2] Please provide a general description of the unit course and program offerings at the undergraduate and graduate levels (e.g., degree and certificate programs, minors, departmental contribution to interdisciplinary core courses). This section may also be used to provide other pertinent information about the unit and the discipline(s) it represents (e.g., discipline accreditation, faculty research emphases).

[3] List those degrees for each discipline taught in the unit that are regarded by the respective disciplinary community as terminal degrees in the discipline and thus, qualify a faculty member to teach throughout the broad scope of that discipline at both the undergraduate and graduate levels. In most fields, a terminal degree is the commonly accepted highest degree in the given field of study. In such instances, the terminal degree is usually considered to be the academic (or research) doctorate (e.g., Doctor of Philosophy). However, some academic fields have, through custom, recognized terminal degrees that are not doctorates (e.g., Master of Fine Arts, Master of Social Work). Note that terminal degrees from other disciplines may be appropriate for teaching in the discipline as well, but such credentials should be listed as broadly or selectively related degrees, as appropriate.

[4] A non-terminal master's degree in the teaching discipline qualifies a person to teach throughout the broad scope of the teaching discipline at the undergraduate level, not at the graduate level.

[5] Please use this section to provide justification that helps to make the case for special circumstances that apply to your unit including the use of faculty qualified to teach by 'other' qualifications and other special situations. Typically the statements provided in this section should be of a general nature, and not address specific individuals. (Justification for specific individuals is typically handled separately during the teaching certification process.) As appropriate, please cite to appropriate authorities to justify departmental practices (e.g., discipline accreditation guidelines, state regulations).

[6] When a faculty member cannot be qualified to teach on the basis of academic credentials (degree(s) and course work) alone, qualifications other than academic credentials (or combined with credentials) may be appropriate for teaching particular courses. Consideration of other teaching qualifications either in conjunction with or in lieu of academic credentials must be made on a case-by-case basis. Such cases should be exceptional and the evidence of other demonstrated competencies and achievements provided must be compelling. It should also show substantial and significant evidence of professional progress as related to the faculty member's teaching assignment.