OFFICE OF ACADEMIC AFFAIRSPROGRAM APPROVAL FORM



■ Undergraduate ☐ Gradua	_	Program Change nmunication Arts
Program Title: Technical Communication track (CM major)		
Program Type: Major Minor Concentration Certificate		
Total Credit Hours: 40	Effective Date	.:August 15, 2016
Is the new program or change in existing program part of an accreditation Yes No requirement? If so, please explain.		
Does this course involve academic units external to the originating college? Yes No If so, deans of all colleges involved must sign this form.		
Attach a detailed description of proposed program to include the following: background information, academic justification, student need and demand, listing of courses with credit hour requirements or deletions, facility requirements, and any other pertinent information.		
Department Chair:	Grad. Council:	
College Dean: W & R	Graduate Dean:	2
College Curriculum Commitee:	De a John State of the state of	
Undergrad Curriculum Cmte:	Provost:	
Acknowledgements from other un	nits:	
Department Chair:	College Dean:	

Program Change: Removal of Technical Communication track Addendum Clarke Rountree, Chair, Communication Arts

The Department of Communication Arts and English recently proposed and were granted a new BA program in Writing. As part of that proposal, Communication Arts agreed to delete its track in Technical Communication. This track was added about 20 years ago as a joint program with English to develop technical writers and editors. The new Writing BA will cover everything (and more) in this old track and, therefore, it is no longer needed.

When the Technical Communication track was added, the old major requirements were shunted into a track called the Rhetoric track. With the deletion of the Technical Communication track, we will no longer need any distinctions. All Communication Arts majors will take the same curriculum.

The elimination of the Rhetoric track also fulfills a recommendation of our external review committee for our self-study in 2015. They recommended not using "rhetoric" in our program descriptions because people don't understand that term. However, we will continue to use this term in reference to some of our course titles and course content, where we will teach students about the noble history of this art.

Obviously we will allow students who have not finished their degrees in this track do so. We will have all of the same courses available.