



8888 University Drive, Burnaby, BC
Canada V5A 1S6

TEL: 778.782.3925
FAX: 778.782.5876

vpacad@sfu.ca
www.sfu.ca/vpacademic

MEMORANDUM

ATTENTION	Senate	DATE	December 9, 2014
FROM	Jon Driver, Vice-President, Academic and Provost, and Chair, SCUP	PAGES	1/1
RE:	Faculty of Arts and Social Sciences and Faculty of Communication, Art and Technology: Full Program Proposal for a Joint Major in English and Communication (SCUP 14-34)		

At its December 3, 2014 meeting, SCUP reviewed and approved the Full Program Proposal for a Joint Major in English and Communication in the Department of English and the School of Communication within the Faculty of Arts and Social Sciences and the Faculty of Communication, Art and Technology, effective Fall 2015.

Motion:

That Senate approve and recommend to the Board of Governors the Full Program Proposal for a Joint Major in English and Communication in the Department of English and the School of Communication within the Faculty of Arts and Social Sciences and the Faculty of Communication, Art and Technology, effective Fall 2015.

c: S. Zwagerman
D. Murphy

A handwritten signature in dark ink, appearing to be "Jon Driver", is written over the typed name.



OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC

8888 University Drive, TEL: 778.782.4636 avpcio@sfu.ca
Burnaby, BC FAX: 778.782.5876 www.sfu.ca/vpacademic
Canada V5A 1S6

MEMORANDUM

ATTENTION	Senate Committee on University Priorities	DATE	November 7, 2014
FROM	Gordon Myers, Chair Senate Committee on Undergraduate Studies	PAGES	1/1
RE:	Faculty of Arts and Social Sciences Faculty of Communication, Art and Technology (SCUS 14-47k)		

Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of November 6, 2014, gives rise to the following recommendation:

Motion

That SCUP approve and recommend to Senate the Full Program Proposal for the Undergraduate Joint Major in English and Communication in the Department of English within the Faculty of Arts and Social Sciences and the School of Communication within the Faculty of Communication, Art and Technology.

The relevant documentation for review by SCUP is attached.



FACULTY OF ARTS AND SOCIAL SCIENCES
Office of the Dean

Academic Quadrangle Room 6168
8888 University Drive, Burnaby, BC
Canada V5A 1S6

TEL 778.782.4414
FAX 778.782.3033

fasssec@sfu.ca
www.fass.sfu.ca

MEMORANDUM

ATTENTION Jo Hinchliffe, Secretary
Senate Committee on Undergraduate
Studies
DATE October 27, 2014

FROM Jane Pulkingham, Chair
Faculty of Arts and Social Sciences
Curriculum Committee
PAGES n/a

RE: Curricular Revisions: Department of English

At the meeting of October 16, 2014, the Faculty of Arts and Social Sciences Undergraduate Curriculum Committee approved the curricular changes, as submitted by the Department of English (FASSCC 14-41)

- Full Program Proposal for Joint Major in English and Communication
- Course description changes for ENGL 371, ENGL 375, ENGL 376, ENGL 383, ENGL 392, ENGL 436W, ENGL 465W, ENGL 470, ENGL 475, ENGL 482, ENGL 484, ENGL 486W and ENGL 492W
- Course descriptions, title and prerequisite changes for ENGL 377 and ENGL 378

Please place these items on the agenda for the next SCUS meeting.

JP/jsh
Att.



FACULTY OF COMMUNICATION, ART AND TECHNOLOGY
Office of the Dean

Harbour Centre 7410
515 West Hastings Street
Vancouver, BC, V6B 5K3

TEL 778.782.8790
FAX 778.782.8789

www.fcat.sfu.ca

MEMORANDUM

ATTENTION	Jane Pulkingham, Associate Dean, Faculty of Arts and Social Sciences	DATE	November 10, 2014
FROM	Martin Gotfrit, Chair Undergraduate Curriculum Committee Faculty of Communication, Art, and Technology	PAGES	
RE:	Joint Major in English and Communications		

Dear Jane,

This memo affirms FCAT's approval of the Joint Major in English and Communications that was brought forward to SCUS on Nov. 6, 2014. This was passed at the FCAT Undergraduate Curriculum Committee on Feb. 17, 2014.

A handwritten signature in black ink, appearing to be "MG", is written over a horizontal line.

Martin Gotfrit
Associate Dean, FCAT

Simon Fraser University
Full Program Proposal (Final Version)

Undergraduate Joint Major in English and Communication

Faculty of Arts and Social Sciences /
Faculty of Communication, Art and Technology

3 December 2014

Executive Summary

- A B.A. Joint Major in English and Communication is proposed by the Department of English and the School of Communication, to be jointly administered by the two departments.
- The Joint Major in English and Communication is designed for students interested in focusing on and expanding their expertise in areas where these two fields of study intersect. Students who complete the Joint Major will receive a broad foundation in both fields, with ample opportunity within the requirements for program customization and specialization in such overlapping topics as rhetoric, popular culture, qualitative research methodologies, and the historical and social significance of new media.
- The proposed Joint Major addresses SFU's stated goals of "increas[ing] the diversification of our programmes," and "creating new interdisciplinary specializations."
- Based upon existing courses, this program can be mounted immediately with a negligible requirement of new resources (see 5.xv).
- The program will be directed jointly by the Undergraduate Chairs and Undergraduate Committees of the Department of English and School of Communication.
- Students will be enrolled from existing students in the English and Communication Departments, and from throughout FASS and FCAT. We are confident the program will attract students (see 5.xiv).
- In common with all other academic units at SFU, the Joint Major in English and Communication will be subject to external review every six years.

1. Credential to be Awarded:

B.A., Joint Major in English and Communication.

2. Location:

SFU's Burnaby, Surrey, and Vancouver Campuses.

3. Faculty/Department/School:

Department of English, Faculty of Arts and Social Sciences (FASS); School of Communication, Faculty of Communication, Art and Technology (FCAT).

4. Anticipated Program Start Date:

September 2015.

5. Description of the Program:

5.i. Aims, goals, and/or objectives:

The Joint Major in English and Communication will give students the opportunity to combine the study of literature, rhetoric and writing, and cultural criticism with inquiry into the history, methods, and social significance of communication. The goal of the program is to graduate students who are adept in the analysis of communication and media, versed in literary and print traditions, and proficient in the creative and rhetorical skills of effective communicative practice. The many natural intersections between these disciplines are well-expressed by the diversity of courses offered in both the English and Communication programs.

5.ii. Anticipated contribution to the mandate and strategic plan of the institution:

The proposed Joint Major serves SFU's Strategic Vision mandate for engagement and dynamic integration in the pursuit of innovative education. The Joint Major will provide diverse learning opportunities for students to "participate in advanced research."

The Joint Major will define a new connection between Arts and Social Sciences, defined as a "core strength" of SFU, to Communication, Art and Technology, defined as one of the university's vectors of mobilization.

5.iii. Target audience:

The English-Communication Joint Major is directed at SFU undergraduate students with overlapping or simultaneous interests in both advanced literary, rhetorical, and cultural criticism, and theories of media and society. Completing a joint major as opposed to a major and minor allows students to take more upper division courses in both disciplines, without the time and expense of doing a double major.

5.iv. Content and summary of requirements for graduation:

The proposed Joint Major graduation requirements will follow those defined for all B.A. degrees at SFU (re: number of units, WQB, cumulative and degree plan GPAs, etc.).

Students are required to satisfy the prerequisites of all courses (upper and lower division) taken within the Joint Major, and should consult regularly with the program advisors regarding course selection.

Students may complete their BA degree in either the Faculty of Arts & Social Sciences, or in the Faculty of Communication, Art & Technology.

***NOTE:** CMNS requires a minimum CGPA of 2.50 for approval into this Joint Major program, and has a continuation CGPA of 2.25 to remain in good standing.; and a minimum CGPA of 2.25 to graduate from this Joint Major program.*

Within the B.A. degree requirements, the following will pertain to the proposed English-Communication Joint Major:

Lower Division English Requirements

Students complete the lower division requirement of the English major program, as follows.

Students complete at least 18 lower-division units, including two of

- ENGL 101W - Introduction to Fiction (3) *
- ENGL 102W - Introduction to Poetry (3) *
- ENGL 103W - Introduction to Drama (3) *
- ENGL 104W - Introduction to Prose Genres (3) *
- ENGL 105W - Introduction to Issues in Literature and Culture (3) *
- ENGL 199W - Introduction to University Writing (3) *

and one of

- ENGL 201 - Medieval Literature (3)
- ENGL 203 - Early Modern Literature (3)

and one of

- ENGL 205 - Restoration and Eighteenth Century Literature (3)
- ENGL 206 - Nineteenth Century Literatures in English (3)

and any two of

- ENGL 201 - Medieval Literature (3) **
- ENGL 203 - Early Modern Literature (3) **
- ENGL 205 - Restoration and Eighteenth Century Literature (3) **
- ENGL 206 - Nineteenth Century Literatures in English (3) **
- ENGL 207 - Twentieth Century Literatures in English (3) **
- ENGL 210W - Writing and Critical Thinking (3) **
- ENGL 212 - Metrics and Prosody (3) **
- ENGL 214 - History and Principles of Rhetoric (3) **
- ENGL 216 - History and Principles of Literary Criticism (3)

Students who have completed 18 lower division English transfer units have met the lower division requirements for an English Joint Major and should contact the Department of English advisor.

Students wishing to Joint Major in English and Communication are strongly advised to submit a formal declaration to this effect to the undergraduate advisors (in English and in Communication) upon completing all lower division requirements in both units.

* any one, but not more than one of these courses may be replaced by any three unspecified transfer units in English or in ENGL-Writing

** any one, but not more than one of these courses may be replaced by any three unspecified 200 division transfer units in English

Lower Division Communication Requirements

Students complete a total of 24 lower-division units, including both of

CMNS 110 Introduction to Communication Studies (3)

CMNS 130 Communication and Social Change (3)

and at least six CMNS 200 division courses, including

CMNS 253W Introduction to Information Technology: The New Media (3)

at least one of

CMNS 220 Understanding Television (3)

CMNS 221 Media and Popular Cultures (3)

CMNS 223W Advertising as Social Communication (3)

CMNS 235 News Media, the Public, and Democracy (3)

at least one of

CMNS 230 The Cultural Industries in Canada: Global Context (3)

CMNS 240 The Political Economy of Communication (3)

and at least two of

CMNS 260 Empirical Communication Research Methods (3)

CMNS 261 Documentary Research in Communication (3)

CMNS 262 Design and Method in Qualitative Communication Research (3)

Students wishing to Joint Major in English and Communication are strongly advised to submit a formal declaration to this effect to the undergraduate advisors (in English and in Communication) upon completing all lower division requirements in both units.

Upper Division English Requirements

Students complete a total of 20 upper-division units, including one of

ENGL 300 - Old English (4)

ENGL 304 - Studies in Medieval Literature (4)

ENGL 306 - Chaucer (4)

ENGL 310 - Studies in Early Modern Literature Excluding Shakespeare (4)

ENGL 311 - Early Shakespeare (4)

ENGL 313 - Late Shakespeare (4)

ENGL 315 - Studies in Seventeenth Century Non-Dramatic Literature (4)

ENGL 320 - Studies in Eighteenth Century Literature (1660-1800) (4)

ENGL 322 - Studies in the Eighteenth Century British Novel (4)

and one of

ENGL 354 - Studies in Canadian Literature before 1920 (4)

ENGL 357 - Studies in Canadian Literature since 1920 (4)

ENGL 359 - Studies in the Literature of British Columbia (4)

and 12 units of upper division English, four of which must be at the 400 division, excluding directed studies courses (ENGL 441, 442 and 443).

Upper Division Communication Requirements

Students complete a minimum of 24 upper division communication units, including at least one of

- CMNS 304W Communication in Everyday Life (4)
- CMNS 331 News Discourse and Political Communication (4)
- CMNS 332 Communication and Rhetoric (4)

and at least one 4-unit CMNS 400 division course.

Note: CMNS Directed Study, Field Placement, and Project Group courses may not be used towards this Joint Major.

5.v. Delivery Methods

The program will be taught entirely through existing courses in English and Communication at SFU campuses.

5.vi. Linkages between learning outcomes and curriculum design

The learning outcomes for students pursuing a Joint Major in English and Communication are as follows:

- Familiarity with the subjects of the disciplines' inquiries, their texts, contexts, and controversies, and the relationships between the fields.
- Ability to articulate the relationships among media, texts, audiences, cultures, and time periods via coursework, study, and writing in Communication and English.
- Proficiency in the deployment of media, literary, rhetorical, and textual methodologies, and with the cross-disciplinary linkages between them.
- Develop thoughtful, sustained, and well-supported arguments, incorporating relevant primary and secondary research, to communicate clearly and persuasively in the academic genres of both disciplines.

To fulfill these learning outcomes, the courses in the Joint Major will:

- Introduce the terminology and methodologies required for the sorts of analyses required.
- Afford students the opportunity to analyze works in a range of print and visual media.
- Introduce students to examples of the sorts of works they themselves will be asked to produce.
- Arrange and facilitate collaborative interactions among students.
- Incorporate opportunities for students to reflect upon their own learning processes and writing practices.

5.vii. Distinctive characteristics

The proposed Joint Major will allow students to develop their skills in the critical analysis of texts, broadly defined: historical and contemporary, literary and nonliterary, print, digital, and visual. Students will learn diverse yet complementary theories and methodologies for these analyses, coming to recognize the communicative power and social consequences of literary and nonliterary acts of communication. The program's breadth provides a foundational education in the two fields while affording ample opportunity for program customization.

5.viii. Anticipated completion time

Since the proposed Joint Major draws from a wide range of existing courses in both English and Communication, already part of regular course offerings, this new Joint Major should not take students any longer to complete than the usual 4-year BA degree at SFU. Communication students already enjoy reserved seats in CMNS courses at the lower and upper division, and most of the seats in upper-division English courses are reserved for declared students; therefore, those in this new Joint Major should not have difficulty enrolling in the required courses.

5.ix. Enrolment plan for the length of the program

No maximum number of admissions per year has been set. Our research (see 5.xiv, below) indicates that between 10 and 20 students yearly would be expected under the auspices of this Joint Major. The broader impact, if any, on enrolments in English and Communication is difficult to predict, though there is no reason to anticipate a negative effect upon enrolments.

5.x. Policies on student evaluation (degree requirements)

Student evaluation will not differ from any existing degree requirements in either English or Communication. Students will be evaluated according to the general regulations of the University, FASS, and FACT. Objects of evaluation will include, but are not limited to, critical and research papers and projects, examinations, and participation in seminars.

5.xi. Policies on faculty appointments (minimum qualifications)

No new faculty appointments are required, as this Joint Major draws from a wide range of existing courses in both English and Communication, already part of regular teaching. That being said, all continuing faculty will hold a Ph.D. with expertise in English and/or Communication.

5.xii. Policies on program assessment

Existing SFU policies on program assessment will be followed. In common with all other academic units at SFU, the Joint Major in English and Communication is subject to external review every six years.

5.xiii. Level of support and recognition (including plans for admissions and transfer within the British Columbia post-secondary education system) and relevant regulatory or professional bodies, where applicable

Not applicable. This program should have no effect on existing or future transfer agreements.

5.xiv. Evidence of student interest and labour market demand

A significant number of SFU students already take courses in both English and Communication as part of their self-selected undergraduate degree programs. In Fall 2012, for example, almost 30 students were simultaneously pursuing degrees (Major, Minor, or Honours) in these two academic areas. In a September 2013 survey of 1,013 students in SFU first-year English courses, 37 students identified themselves as declared or intended Communication majors, 84 as declared or intended English majors. 19 students expressed an interest in an English-Communication Joint Major, or approximately 16% of those interested in majoring in one of the two disciplines.

As for the labour market, studies repeatedly demonstrate the employment value of humanities degrees and the knowledge and skills they entail (<http://4humanities.org/wp-content/uploads/2013/07/humanitiesmatter300.pdf>). Recent SFU graduates with a BA in English have begun careers in public relations, corporate and nonprofit social media, and new media journalism, careers for which a degree in—and thus a joint major with—Communication would also be relevant. Students taking Communication courses gain strong writing, research, and critical thinking skills, and build knowledge in areas such as new media, popular culture and emerging technologies, which will enhance their competitiveness in the current labour market.

5.xv. Summary of resources required and available to implement the program

None beyond those currently being allocated to Communication and English.
Department staff anticipate little or no extra administrative burden.

5.xvi. Brief description of any program and associated resources that will be reduced or eliminated when the new program is introduced

None.

5.xvii. List of faculty members teaching/supervising, what percentage of their teaching will be devoted to the program, and their areas of specialization

Since the proposed Joint Major draws from a wide range of courses in both English and Communication, all faculty members in both academic units may find themselves teaching students in the program. However, this will be part of regular teaching load, and will make no new demands on any faculty member.

5.xviii. For a program where the intention is to charge a premium fee, a budget developed in collaboration with the dean of the faculty

Not applicable.

5.xix. Related programs in British Columbia post-secondary institutions

There appears to be no program directly comparable to the proposed Joint Major offered at any BC post-secondary institution.

6. Contact information for faculty member(s) responsible for program development

Sean Zwagerman
Associate Professor and Undergraduate Chair
Department of English
Simon Fraser University, Burnaby
778-782-4831
sean_zwagerman@sfu.ca

David Murphy
Senior Lecturer and Undergraduate Chair
School of Communication
Simon Fraser University, Harbour Centre
778-782-3623
davidcot@sfu.ca

NOI Approved at English Department Meeting of the Whole:
Date: 19 November 2013

NOI Approved at CMNS School Meeting of the Whole:
Date: 15 January 2014

NOI Sent to FCAT for 17 Feb. 2014 UCC meeting:
Date: 16 January 2014

NOI Approved by FASS-UCC:
Date: 6 February 2014

NOI Approved by FCAT-UCC:
Date: 17 February 2014

NOI Approved by SCUS:
Date: 16 April 2014

FPP approved at English Department Meeting of the Whole:
Date: 22 April 2014

FPP approved by CMNS School Meeting of the Whole:
Date: 2 May 2014

FPP approved by FCAT-UCC:
Date: 12 May 2014