

University of Hawai'i Code Request Form

REQUESTOR CONTACT INFORMATION	
Name: <u>Stuart Lau</u> Date: <u>3/1/11</u> Title: <u>University Registrar</u>	Action Requested: <input type="checkbox"/> NEW Program Code (new major/concentration, etc.) <input type="checkbox"/> NEW Subject Code <input type="checkbox"/> Change of existing code Type (subject, program, etc): _____ Old: _____ New: _____ <input checked="" type="checkbox"/> OTHER: <u>New Department</u>
Phone Number: <u>956-8010</u> Email Address: <u>stuartl@hawaii.edu</u> Campus/Office/Department/Address: <u>2600 Campus Rd, 001 Honolulu, HI 96822</u>	

CODE REQUESTS																	
Academic program code preferences for consideration:																	
<input type="checkbox"/> NEW Program Code Effective Term (semester/year): _____ Major: _____ Major Description: _____ Is this major financial aid eligible? <input type="checkbox"/> YES <input type="checkbox"/> NO Is the major code being used the same way at other UH campuses? <input type="checkbox"/> YES <input type="checkbox"/> NO Comment: _____ Does the same or similar major code exist in Banner? <input type="checkbox"/> YES <input type="checkbox"/> NO If YES, please list code: _____																	
Concentration (if applicable): _____ Concentration Description: _____ Is the concentration code being used the same way at other UH campuses? <input type="checkbox"/> YES <input type="checkbox"/> NO Does the same or similar concentration code exist in Banner? <input type="checkbox"/> YES <input type="checkbox"/> NO If YES, please list code: _____ Attach concentration to program code? <input type="checkbox"/> YES <input type="checkbox"/> NO																	
Level: <input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate <input type="checkbox"/> First-Professional <input type="checkbox"/> Other: _____ Degree/Certificate: _____ College: _____ Department: _____																	
If requesting a program name change, will current students be grandfathered in under the old program name? <input type="checkbox"/> YES <input type="checkbox"/> NO If requesting a program name change, will the old code be available for: <table style="width: 100%; border: none;"> <tr> <td style="width: 20%;">Recruitment?</td> <td style="width: 10%;"><input type="checkbox"/> YES <input type="checkbox"/> NO</td> <td style="width: 20%;">List the end term of old code:</td> <td style="width: 50%; border-bottom: 1px solid black;"></td> </tr> <tr> <td>Admissions?</td> <td><input type="checkbox"/> YES <input type="checkbox"/> NO</td> <td>List the end term of old code:</td> <td style="border-bottom: 1px solid black;"></td> </tr> <tr> <td>General Student?</td> <td><input type="checkbox"/> YES <input type="checkbox"/> NO</td> <td>List the end term of old code:</td> <td style="border-bottom: 1px solid black;"></td> </tr> <tr> <td>Academic History?</td> <td><input type="checkbox"/> YES <input type="checkbox"/> NO</td> <td>List the end term of old code:</td> <td style="border-bottom: 1px solid black;"></td> </tr> </table>		Recruitment?	<input type="checkbox"/> YES <input type="checkbox"/> NO	List the end term of old code:		Admissions?	<input type="checkbox"/> YES <input type="checkbox"/> NO	List the end term of old code:		General Student?	<input type="checkbox"/> YES <input type="checkbox"/> NO	List the end term of old code:		Academic History?	<input type="checkbox"/> YES <input type="checkbox"/> NO	List the end term of old code:	
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<input type="checkbox"/> NEW Subject Alpha/Code Effective Term (semester/year): _____ Code: _____ Description: _____ College: _____ Department: _____ Does the same or similar subject code exist in Banner? <input type="checkbox"/> YES <input type="checkbox"/> NO If YES, please list code: _____ Is the subject code being used the same way at other UH campuses? <input type="checkbox"/> YES <input type="checkbox"/> NO																	

University of Hawai'i
Code Request Form

XX OTHER: Create new code in STVDDEPT. Code: COMG Description: Communityology

Please briefly describe your request and explain why you are requesting the codes:

See attached request.

Please attach the required supporting documentation. See *Guide to Academic Program Actions and Approval* at: [http://www.hawaii.edu/vpaa/cms/guide to acad prog 121006.pdf](http://www.hawaii.edu/vpaa/cms/guide%20to%20acad%20prog%20121006.pdf)

- BOR minutes from _____ (date) meeting with supporting documentation provided to BOR
- Memo from campus Chancellor /OVCAA
- Signed memo from UH President
- None required according to the Guide to Academic Program Actions and Approval
- Other: _____

The appropriate parties (faculty, administrators, registrar) have been consulted.

Stuart Lau

Name of Requestor (print or type)

Signature

Date

3/1/11

Send completed form with supporting documentation to:

Institutional Research Office • 1633 Bachman Place • Sinclair Annex 2, Room 4 • Honolulu, HI 96822
Fax: 808-956-9870
Phone: 808-956-7532

Appropriate Documentation Received: YES NO

Approval Status: YES

Major code: YES

Concentr. code: YES

Program code: YES

Subject code: YES

Entered into SMAPRLE/SOACURR: _____

Entered into STVMAR: _____

Entered into STVSUBJ: _____

Other: _____

Code processing completion date: _____

Copies sent to: _____

NOTES: _____

University of Hawai'i Code Request Form

Name: Stuart Lau Date: 3/1/11
 Title: University Registrar

Phone Number: 956-8010

Email Address: stuart1@hawaii.edu

Campus/Office/Department/Address: 2600 Campus Rd, 001
Honolulu, HI 96822

Action Requested:
 NEW Program Code (new major/concentration, etc.)
 NEW Subject Code
 Change of existing code
 Type (subject, program, etc):
 Program _____
 Old: _____
 New: _____
 OTHER: _____

Academic program code preferences for consideration:

NEW Program Code Effective Term (semester/year): _____
 Major: _____ Major Description: _____ Is this major financial aid eligible? YES NO
 Is the major code being used the same way at other UH campuses? YES NO Comment: _____
 Does the same or similar major code exist in Banner? YES NO If YES, please list code: _____

Concentration (if applicable): _____ Concentration Description: _____
 Is the concentration code being used the same way at other UH campuses? YES NO
 Does the same or similar concentration code exist in Banner? YES NO If YES, please list code: _____
 Attach concentration to program code? YES NO

Level: Undergraduate Graduate First-Professional Other: _____
 Degree/Certificate: _____
 College: _____ Department: _____

If requesting a program name change, will current students be grandfathered in under the old program name? YES NO
 If requesting a program name change, will the old code be available for:
 Recruitment? YES NO List the end term of old code: _____
 Admissions? YES NO List the end term of old code: _____
 General Student? YES NO List the end term of old code: _____
 Academic History? YES NO List the end term of old code: _____

NEW Subject Alpha/Code Effective Term (semester/year): _____
 Code: _____ Description: _____
 College: _____ Department: _____
 Does the same or similar subject code exist in Banner? YES NO If YES, please list code: _____
 Is the subject code being used the same way at other UH campuses? YES NO

**University of Hawai'i
Code Request Form**


XI OTHER: Update program code SPCH-BA, Replace department with COMG, effective Fall 2011.

Please briefly describe your request and explain why you are requesting the codes:
Change required to reflect change in department name.

Please attach the required supporting documentation. See *Guide to Academic Program Actions and Approval* at:
[http://www.hawaii.edu/vpaa/cms/guide to acad prog 121006.pdf](http://www.hawaii.edu/vpaa/cms/guide%20to%20acad%20prog%20121006.pdf)

- BOR minutes from _____ (date) meeting with supporting documentation provided to BOR
- Memo from campus Chancellor/OVCAA
- Signed memo from UH President
- None required according to the Guide to Academic Program Actions and Approval
- Other: _____

The appropriate parties (faculty, administrators, registrar) have been consulted.

Name of Requestor (print or type) Stuart Lau
Signature 
Date 3/1/11

Send completed form with supporting documentation to:
Institutional Research Office • 1633 Bachman Place • Sinclair Annex 2, Room 4 • Honolulu, HI 96822
Phone: 808-956-7532 Fax: 808-956-9870

Appropriate Documentation Received: YES NO

NOTES:

Approval Status: YES NO
Major code: YES NO
Concentr. code: YES NO
Program code: YES NO
Subject code: YES NO

Entered into SMAPRLE/SOACURR:

Entered into STVMARJ:

Entered into STVSUBJ:

Other: _____

Code processing completion date: _____

Copies sent to: _____

University of Hawai'i Code Request Form

PROFESSOR CONTACT INFORMATION	
Name: <u>Stuart Lau</u> Date: <u>3/1/11</u> Title: <u>University Registrar</u>	Action Requested: <input type="checkbox"/> NEW Program Code (new major/concentration, etc.) <input type="checkbox"/> NEW Subject Code <input checked="" type="checkbox"/> Change of existing code
Phone Number: <u>956-8010</u>	Type (subject, program, etc): Program _____
Email Address: <u>stuartl@hawaii.edu</u>	Old: _____ New: _____
Campus/Office/Department/Address: <u>2600 Campus Rd, 001 Honolulu, HI 96822</u>	<input type="checkbox"/> OTHER: _____

CODE REQUEST	
Academic program code preferences for consideration:	
<input type="checkbox"/> NEW Program Code Effective Term (semester/year): _____	
Major: _____ Major Description: _____	Is this major financial aid eligible? <input type="checkbox"/> YES <input type="checkbox"/> NO
Is the major code being used the same way at other UH campuses? <input type="checkbox"/> YES <input type="checkbox"/> NO	Comment: _____
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Does the same or similar concentration code exist in Banner? <input type="checkbox"/> YES <input type="checkbox"/> NO	If YES, please list code: _____
Attach concentration to program code? <input type="checkbox"/> YES <input type="checkbox"/> NO	
Level: <input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate <input type="checkbox"/> First-Professional <input type="checkbox"/> Other: _____	
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Recruitment? <input type="checkbox"/> YES <input type="checkbox"/> NO	List the end term of old code: _____
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Academic History? <input type="checkbox"/> YES <input type="checkbox"/> NO	List the end term of old code: _____
<input type="checkbox"/> NEW Subject Alpha/Code Effective Term (semester/year): _____	
Code: _____ Description: _____	
College: _____ Department: _____	
Does the same or similar subject code exist in Banner? <input type="checkbox"/> YES <input type="checkbox"/> NO	If YES, please list code: _____
Is the subject code being used the same way at other UH campuses? <input type="checkbox"/> YES <input type="checkbox"/> NO	

**University of Hawai'i
Code Request Form**

OTHER: Update program code SPCH-MA. Replace department with COMG, effective Fall 2011.


Please briefly describe your request and explain why you are requesting the codes:

 Change required to reflect change in department name.

Please attach the required supporting documentation. See *Guide to Academic Program Actions and Approval* at:
[http://www.hawaii.edu/vpaa/cms/guide to acad prog 121009.pdf](http://www.hawaii.edu/vpaa/cms/guide%20to%20acad%20prog%20121009.pdf)

- BOR minutes from _____ (date) meeting with supporting documentation provided to BOR
- Memo from campus Chancellor / OVCAA
- Signed memo from UH President
- None required according to the Guide to Academic Program Actions and Approval
- Other: _____

The appropriate parties (faculty, administrators, registrar) have been consulted.

Name of Requestor (print or type) Stuart Lau
 Signature 
 Date 3/1/11

Send completed form with supporting documentation to:
 Institutional Research Office • 1633 Bachman Place • Sinclair Annex 2, Room 4 • Honolulu, HI 96822
 Phone: 808-956-7532 Fax: 808-956-9870

Appropriate Documentation Received: YES NO

NOTES:

Approval Status: YES NO
 Major code: YES NO
 Concentr. code: YES NO
 Program code: YES NO
 Subject code: YES NO

Entered into SMAPRLE/SOACURR: _____

Entered into STVMAJR: _____

Entered into STVSUBJ: _____

Other: _____

Code processing completion date: _____

Copies sent to: _____




UNIVERSITY
of HAWAII
MANOA

Office of the Vice Chancellor for Academic Affairs

February 25, 2011

MEMORANDUM

TO: Alan Yang, Associate Vice Chancellor
for Students and Enrollment Management

FROM: Reed Dasenbrock 
Vice Chancellor
for Academic Affairs

SUBJECT: Approval of Department Name Change - Department of Communicology

In accordance with Administrative Procedure A3.101, the Chancellor has approved the request to change the name of the Department of Speech to the Department of Communicology in the College of Arts and Humanities on February 25, 2011 (see attached). This change will be effective with the Fall 2011 semester. Please arrange to have the necessary Banner codes created to reflect the updated department name for Fall 2011.

If you have questions, please let me know. Mahalo.

Attachment

c: Interim Dean Thomas Bingham
Department Chair R. Kelly Aune
Registrar Stuart Lau
University Scheduler Roberta Enoki
Catalog Coordinator Diane Nakashima



UNIVERSITY
of HAWAII
MĀNOA


MEMORANDUM

Office of the Dean
College of Arts and Humanities

October 12, 2010

TO: Virginia S. Hinshaw
Chancellor

VIA: Reed Dasenbrock
Vice Chancellor for Academic Affairs

FROM: Thomas R. Bingham 
Dean, College of Arts and Humanities

SUBJECT: Proposing Name Change from the Department of Speech to the Department of Communicology, College of Arts and Humanities

SPECIFIC ACTION REQUESTED:

We are requesting a name change from the Department of Speech to the Department of Communicology in the College of Arts and Humanities.

RECOMMENDED EFFECTIVE DATE:

Upon approval. (see approval line)

ADDITIONAL COST:

There will be no additional cost.

PURPOSE:

To change the name from the Department of Speech to the Department of Communicology.

BACKGROUND INFORMATION:

Pursuant to Executive Policy, Section E5.201 3(B), Requests to Change Academic Program Titles in order to maintain currency in terminology and involving no substantive change in the program or service group are made to the Chancellors.

I support the Department of Speech's proposal to change its name to Department of Communicology. The attached document presents the Speech faculty's proposal in detail. The following serves to summarize and expand upon key points.

When the Department of Speech was formally established in December 1946, the curriculum covered the areas of Speech Production, Speech Pathology, Rhetoric, Speech Forensics, Radio Broadcasting, and Theatre/Drama. By 1972 the undergraduate degree had been split into two programs, Communication and Speech, and the Theatre courses had been moved to the Theatre Department, the Speech Pathology and Audiology courses had moved to their own department within a new college and radio broadcasting courses moved to the new Communication program.

Coinciding with a creation of MA degree in Speech in 1989, the department evolved from a performance/skills and humanities-based undergraduate department to one focused on instruction and research on the science of Communication, specifically in the areas of *message processing*, *relational influence*, and *social influence*. The department now offers courses such as Interpersonal Relations, Relational Management, Persuasion, Communication and Culture, Verbal and Nonverbal Communication, Message Processing, Health Communication, Political Communication, Decision-Making and Leadership. While the Department still offers courses on public speaking and argumentation, they are primarily service courses intended for the general student population.

It is clear that the current curriculum bears little resemblance to that of sixty-five years ago and that the current name – *Speech* – no longer represents the substance and identity nor the curriculum and research agenda of the department. The external review team for the 2010 College of Arts and Humanities Program Review concurred, noting that, "... 'Speech' is an anachronism that does not adequately describe the department's mission or curriculum." It is significant to note that every faculty member in the department has a Ph.D. in *Communication*, that the department's graduates attain Ph.D.s in *Communication* and teach in schools and departments of *communication*, and that the department is ranked in the top ten in *Intercultural Communication*, *Asia Communication*, and *Deception Research*.

Though the discipline of communication has roots in studying speech and rhetoric, with the arrival of various new communication technologies and scientific research methodology, the discipline has expanded to include much wider variety of communication phenomena. As such, the name Department of Speech has disappeared from virtually all of the RU/VH universities. In fact, none of the UHM's 12 peer institutions have a Department of Speech.

The misrepresentation of departmental focus and curriculum with an outdated misnomer continues to create numerous problems that can be summarized as follows:

1. Recruitment of majors: Few students at UHM (or their parents) understand what a "speech" department is or does, making it difficult to attract majors. In fact, a recent poll of declared majors indicated that every one chose to major in speech only after taking a class and learned that the department focus is in studying human communication, not speech.
2. Employment of graduates: The name *Speech* leads the public at large, including academic and non-academic employers, to make incorrect assumptions about departmental focus and curriculum. This misunderstanding often impedes speech graduates as they seek employment. In fact, a number of students report that they don't want to become speech majors because of this issue.
3. Faculty recruitment: Given the evolution of the discipline of communication, those who received degrees from communication departments across the nation are often misled by the name and do not apply for faculty positions in the department.
4. Department stature: While the department has developed a strong reputation in the discipline in spite of its name, faculty often suffer significant disadvantages as they work in interdisciplinary and international projects. For instance, faculty from other disciplines or countries frequently misunderstand the research foci of their faculty, which has resulted in several missed opportunities. These incorrect assumptions, based on the name of the department, also negatively affect the success of obtaining extramural grants. For example, the faculty member specializing in health communication frequently must explain the nature of their affiliation with the Department of Speech when she submits applications for grants through public health funding agencies.

Simply put, *Speech* is no longer seen as a serious or valuable major, nor is it perceived as a serious contributor to research in human communication.

At UHM the study of the various foci of the field of Communication is now housed across multiple colleges. The majority of classes offered by the School of Communications in the College of Social Sciences are devoted to academic and professional education in journalism and various aspects of communication technologies and media, such as web page design, visual media, multimedia, interactive media, mass communication, video production, and telecommunication services. The Department of Speech Pathology and Audiology has changed their name to Communication Sciences and Disorders and is affiliated with the College of Medicine and focuses on professional training in the diagnosis and treatment of disorders of speech, language, and hearing. The Department of Speech studies human message processing, relational communication, and social influence. It would be desirable and logical for the three departments, which have distinct missions within the field of Communication, to reflect the commonality of their independent academic and scholarly pursuits.

As noted in the attached proposal, the department has established itself as the department whose primary teaching and research mission is the study of the process of Communication and requests to be known henceforth as the *Department of Communicology*. This label is unmistakably associated with the study of communication, allowing the department to assert its functional role as the center of theory and research on human communication process at UHM, and allows the department to differentiate

itself from the School of Communications while serving to reflect the continuity of interests the department shares with each department at UHM that contributes to the larger field of Communication.

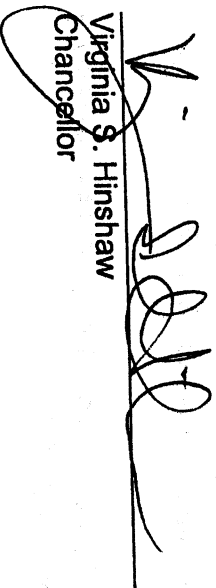
If the name change is approved, the College will request via appropriate University procedures that the department's degrees be similarly renamed to BA and MA degrees in Communicology.

ACTION RECOMMENDED:

We are recommending approval of name change from the Department of Speech to the Department of Communicology in the College of Arts and Humanities to be effective upon approval.

Attachment

APPROVED/DISAPPROVED: EFFECTIVE FALL 2011


Virginia S. Hinshaw
Chancellor

2-25-11
Date

An Argument for Changing the Name of the

Department of Speech

to the

Department of Communicology

Statement of the Problem: Department Level

For nearly three decades the faculty and students of the Department of Speech have been operating under a program label – *Speech* – that greatly misrepresents the substance and identity of the department. Consider the following:

- The University of Hawai'i at Mānoa appears to be the only RU/VH (Research University/Very High Research Activity) university that still has a *Speech* Department
- A perusal of UHM's 12 *peer institutions* shows that virtually *none* of our peer institutions has a Department of *Speech*
- Every faculty member in the UHM Department of Speech has a PhD in *Communication* from a RU/VH university
- Every faculty member in the Department of Speech is a career-long member of the *International Communication Association* (ICA) and the *National Communication Association* (NCA), the primary professional organizations of the field of Communication
- Every faculty member in the Department of Speech has regularly presented papers at the annual ICA and NCA conferences, some spanning 3 decades
- Every faculty member in the Department of Speech has published multiple papers in several of the peer-reviewed journals in the field of Communication, including the field's top journals, *Human Communication Research* and *Communication Monographs*
- Department of Speech MA students who have gone on to earn their PhD degrees have done so in the *top-ranked Ph.D. programs in the field of Communication*, including Michigan State University, University of Texas – Austin, Cornell University, Purdue University, University of Georgia, University of Arizona, University of Washington, Arizona State University, University of California – Santa Barbara, and University of Maryland
- Our former graduate students have taught or are currently teaching in the *Communication Departments* at Michigan State University, University of Oklahoma, University of Maryland, Rutgers University, University of Indiana, Pennsylvania State University, Syracuse University, as well as University of Hawai'i at Mānoa (Speech Department)

- The Department of Speech at UHM is ranked as a *Top Ten* department in the field of *Communication* in the areas of Intercultural Communication, Asia Communication, and Deception (according to Com Vista <http://www.civos.org/www/cvabout.htm>)
- The faculty publication record across various journals of Communication (according to data analysis provided by Stephen & Geel, 2007) places UHM Speech faculty in *the upper 25% of Communication scholars*
- The MA program in the UHM Department of Speech is well known in the field of *Communication* as a top PhD-preparatory program
- Finally, the external review team that assessed the current state of the College of Arts & Humanities at UHM stated that the department's name, *Speech*, "is an anachronism that does not adequately describe the department's mission or curriculum."

In short, the Department of Speech at the University of Hawai'i at Mānoa is a *de facto* Communication department with a moniker that is at best a quaint historical artifact, and at worst a label that not only misrepresents us on campus and off, but makes it difficult for us to attract majors, and functions as an impediment to our employment-seeking graduates.

Statement of the Problem: Field Level

There is no question that the Department of Speech is currently mislabeled. What exactly the department *should* be labeled is less obvious. The parsimonious assumption is that the Department of Speech, given its standing in the field of Communication, should be renamed the *Department of Communication*. Any department that does what we do on any other campus would be labeled *Communication*. Still, we find this solution problematic from a disciplinary perspective. Over the past three decades *Communication* departments have failed to embrace a unified disciplinary identity, a single face with which to present the academic and scholarly community. There is an increasingly salient absence of any clear academic or scholarly mandate associated with departments incorporating the term *Communication* in their name.

The field of *Communication* has evolved to include such a diverse range of ontological perspectives and epistemological approaches to the study of Communication that the label *Communication* is becoming increasingly less informative as to the general academic and scholarly substance of departments of that name. Without going into laborious detail, understanding the current state of the field of Communication requires some understanding of its history.

History of the Field of Communication. For over 2,500 years there has existed a tradition of rhetorical theory and practice. Understanding how to persuade and motivate citizenry was no less important to scholars of ancient Greece and Rome than it is today. However, modern (Speech) Communication programs did not begin to emerge as autonomous academic departments until

early in the last century. At first, these departments focused prescriptively on public communication, attending to both performance and analysis. Over time a greater emphasis developed on historical and critical theorizing about human communication behavior. Post WWII the epistemological approaches of Psychology began to inform Speech Communication scholars interested in taking a more scientific approach to understanding persuasion and social influence. Finally, as the influence of various communication technologies became central to communication processes, there was a concomitant growth in (some might say fracturing of) the foci of the field of Communication to include mass communication and (tele)communication technologies.

By the end of the century, the scholarly and academic domains of any Communication department, depending on its size, might include *performance components* (e.g., performance of literature; storytelling); *humanities components* (e.g., rhetorical analyses of messages generated by, for instance, Thomas Jefferson, terrorist cells, or corporate monopolists; critical analyses of popular culture such as the evolution of graphic novels as a communication medium); *social science components* (e.g., scientific experimentation on the effects of fear appeals on compliance; manipulations of kinesic or proxemic behavior of communicators and the effects on communicator credibility); and *medical/biological components* (e.g., speech pathology and audiology). Further, Communication departments are often the home of *professional training* in journalism, media production, Internet strategies, web page design, and the general telecom industry. A small Communication program may opt to spread itself thin and address as many of these areas as possible, or focus resolutely on one aspect of Communication that it chooses to do well. At larger research universities (i.e., Doctoral/Research Universities, RU/H, RU/VH) there exist extant Colleges of Communication in which some attempt is made to bring together under one roof multiple independent departments that focus exclusively on targeted aspects of Communication. One example can be found in the College of Communication Arts & Sciences at Michigan State University which houses the departments of Advertising, Public Relations, and Retailing; Communication; Communicative Sciences & Disorders; Telecommunication, Information Studies & Media; as well as the School of Journalism. At the College of Communication at University of Texas at Austin we can find the departments of Advertising; Public Relations; Communication Sciences & Disorders; Communication Studies; Journalism; and Radio-Television-Film.

Other universities use a mix of "Swiss Army knife" Communication departments as well as focused, professional- and vocational-training departments distributed across various colleges and professional schools with little indication of conceptual or functional continuity across the departments. Examples of these institutional approaches can be found at the University of Illinois at Urbana-Champaign. The UI Communication Department (recently changed from Speech Communication) offers BA, MA, and PhD degrees in Communication and is structurally independent from the UI College of Media, which offers degrees in Advertising; Communications & Media; and Journalism. Similarly the University of Colorado at Boulder Department of Communication offers BA, MA, and PhD degrees in Communication. This department is also independent from a School of Journalism & Mass Communication. A review of our peer institutions shows a mixture of both of the above approaches¹.

In sum, the field of *Communication* has evolved to include a diverse range of ontological perspectives and epistemological approaches to the study of Communication. Further, Communication departments may provide training in creative performance, professional and vocational skills, and/or scholarly and research oriented skills. Finally, the myriad components of the *field* of Communication at any university might be housed in a single structure or institutionally and geographically scattered around a campus. It is fair to say that the information value of the departmental label *Communication* has become so diffused as to be practically vaporous, a condition unfortunately reflective of the diversity of the field itself.

Statement of the Problem: UHM Level

At UHM the study of the various foci of the field of Communication evolved in a fractured manner across multiple colleges with little apparent relationship across departments. Until recently, only one school or department made use of the term *Communication* in their name (albeit with a recently added ‘s,’ at the end, a designation of a focus on communication technology); the other two departments with claims to some aspect of the field of Communication were *Speech* and *Speech Pathology and Audiology* (recently renamed *Communication Sciences and Disorders*). It was not unusual for the latter two departments to experience some level of identity confusion with the public they served.

The School of Communications offers degrees in Communications and Journalism and is located within the College of Social Sciences. The school focuses to some extent on teaching and scholarship related to human communication (i.e., intercultural, international, organizational) and these efforts are, to some degree, redundant with those of the Department of Speech. However, the vast majority of classes offered by the School of Communications are devoted to academic and professional education in journalism and various aspects of communication technologies and media, such as web page design, visual media, multimedia, interactive media, mass communication, video production, and telecommunication services. In short, much of the academic mission of the School of Communications focuses on preparing students for professional lives in the Communications industries. This is a common mission of *Communications* departments throughout academe, and is often (but far from universally) indicated by the addition of the ‘s’ on the label Communication.

As noted above, *Speech Pathology and Audiology* has changed their name to *Communication Sciences and Disorders*, an increasingly common name for a department with these foci. The Department of Communication Sciences and Disorders is affiliated with the College of Medicine, and their focus is on professional training in the diagnosis and treatment of disorders of speech, language, and hearing. Their recent name change not only updates the department’s name so that it is consistent with peer institutions, but simultaneously calls attention to the

distinct functions and continuity of interests of both the *School of Communications* and the *Department of Communication Sciences and Disorders*.

The Speech Department has evolved to become UHM's center for theory and research on human communication processes. Twenty years ago the faculty of Speech adapted a "curriculum manifesto" that heeded the disciplinary call to focus communication theory, research, and pedagogy on *message processing*, *relational influence*, and *social influence*. We built our graduate and undergraduate curriculum around this structure; the structure informed our hiring practices for the past two decades. In answering this call we have developed ourselves into a premier department in theory and research on human communication, ranked in the Top Ten in Intercultural Communication, Asia Communication, and Deception research. As noted above, all of our faculty members publish in the primary refereed journals in the field of Communication. Our graduate students earn their PhD degrees in the best Communication departments in the field. Many of them have joined the faculty of the top Communication departments.

So the situation at UHM in many ways reflects that of several of our peer institutions. We have 3 departments/schools that specialize in some aspect of the field of Communication. These departments are distributed over three different colleges. Each department has developed unique and largely non-overlapping identities that allow the departments to attend exclusively to their distinct functions at UHM and to their contributions to the field of Communication and the state of Hawai'i.

Until recently only one of those departments (i.e., *Communications*) had a name that indicated their academic and scholarly concerns were in the field of Communication. Now we also have *Communication Sciences and Disorders*. The Department of Speech, however, is still burdened with an archaic and inappropriate department label that is not descriptive of nor consistent with the Department's status in the field of Communication, and the academic and scholarly functions it serves.

Proposal

As we have established ourselves as the department whose primary teaching and research mission is the *study of the process of Communication*, we request that our department be known henceforth as the *Department of Communicology*, and that subsequent BA and MA degrees earned by our students henceforth be recorded as BA and MA degrees in *Communicology*.

This label is unmistakably associated with the *study of communication*, thus allowing the department to assert its functional role as the center of theory and research on human communication processes at UHM. The name change will allow our department to differentiate itself from the *School of Communications* whose primary functions include professional development associated with the communications industry in general, and communication technologies in particular. Simultaneously, the label *Communicology* will be indicative of the continuity of interests the department shares with each department at UHM that contributes to the larger field of Communication.

Summary

As it stands right now, the field of Communication at the University of Hawai'i at Mānoa is not represented in a manner consistent with a RU/VH institution. The components exist but the efforts are disparate, not integrated. The multi-faceted pedagogical contributions of the *field* of Communication at UHM are provided by multiple departments. The Speech Department offers a variety of Communication classes that provide a broad and valuable knowledge base for any liberal arts education. Students' develop critical thinking skills, media literacy, understanding of persuasion and argumentation, conflict management, and gain a general understanding of communicative competency in interpersonal and social contexts. The School of Communications, a seemingly unrelated program, offers professional training in numerous areas of the communication, telecommunication, and mass communication industries, as well as journalism, public relations, and advertising. Finally, the education of Speech and Hearing professionals (as well as the Speech and Hearing clinical needs of the entire state) is dealt with by the efforts of yet another department, newly named Communication Sciences and Disorders.

Beyond our strong pedagogical contributions, the Speech Department excels in *Communicological* research, advancing theory on the *process* of communication, and applying extant theory to solve social and institutional problems (e.g., health-related influence and compliance campaigns such as those directed at smoking cessation) through funded research.

As stated, the components are in place. The School of Communications has staked out a claim to one portion of the field of Communication and their institutional identity is a reflection of that claim. The Department of Communication Sciences and Disorders has changed their name to reflect better the portion of the field of Communication to which they have laid claim. It is time now for the Department of Speech to assert its proper role on the UHM campus and within the field of Communication by laying claim to a name the best describes our pedagogical and research focus: *the Department of Communicology*.

1. **Placement & Structure of Speech/Communication Departments
in Peer Institutions**

The following provides a cursory look at the way the field of Communication is represented at UHM's peer institutions.

Colorado State University (Department of Communication Studies, BA MA) 16 faculty members
Department of Communication Studies exists within the College of Liberal Arts which includes a mix of Arts, Humanities, and Social Science departments. Also includes a Technical Journalism department.

Iowa State University (degrees in Communication Studies and Speech Communication; "virtual" departments (as are Linguistics, Women's Studies, Environmental Science, and various other "studies" programs);
Graduate degrees in Communication as a Social Science (theory and research focus) or Communication as a Professional Field (professional training in journalism and mass communication).
Exists within the College of Liberal Arts & Sciences.
Also has an independent Greenlee School of Journalism & Communication, BA MA) 21 faculty members; undergraduate degrees in Advertising or Journalism;

Louisiana State University (Manship School of Mass Communication), BA MA PhD, degrees in Advertising, Journalism (print & broadcast), Political Communication, and Public Relations.

Also has a Department of Communication Studies (BA MA PhD) 13 faculty members, 14 instructors

Exists within the College of Arts & Sciences

Oregon State University (Department of Speech Communication, BA BS MA (interdisciplinary)) 13 faculty members, 4 instructors;

Also has a New Media Communications Program which resembles Mānoa's Academy for Creative Media and is run out of the Liberal Studies program.

University of California-Davis (Department of Communication, BA MA) 10 faculty members, 5 instructors;

Found in the College of Letters & Sciences and classified within the Social Sciences group of departments.

University of Georgia (Department of Speech Communication, BA MA PhD) 14 faculty members;

Found within the College of Arts & Sciences;

There is also an independent Grady College of Journalism & Mass Communication with BA MA PhD in Journalism and/or Mass Communication.

University of Kentucky (Department of Communication, BA BS MA PhD) 16 faculty members, 5 lecturers in Communication Department

UK has a College of Communications & Information Studies that consists of 1) The Department of Communication; 2) The School of Journalism and Telecommunications; and 3) The School of Library and Information Science; as well as the Graduate Program in Communication

University of Missouri, Columbia (Department of Communication, BA MA PhD) 17 faculty members, 3 instructor/adjuncts;

Exists within the College of Arts & Sciences;

UM also has an independent School of Journalism (BA MA PhD);

Interestingly has an independent School of Information Science and Learning Technologies within the College of Education that overlaps with many areas of technological communication

University of North Carolina, Chapel Hill (Department of Communication Studies, BA MA PhD) 25 faculty members

Found within the College of Arts & Sciences;

Also has an independent School of Journalism and Mass Communication (considered among the best in the nation).

University of Tennessee, Knoxville (School of Communication Studies, BA MA PhD) 8
faculty members, 26 instructors; 54 faculty members in the College of C & I)

Found within the College of Communication and Information which has 4 schools:

School of Advertising and Public Relations

School of Communication Studies

School of Information Sciences

School of Journalism and Electronic Media

University of Utah (Department of Communication BA MA PhD) 34 faculty members;

Offers majors in Mass Communication and Speech Communication

University of Virginia – does not have a speech or communication dept.; only a Media Studies Department

² Brief History of the Department of Speech

The teaching of Speech at the University of Hawai'i at Mānoa (originally named "the College of Hawaii") began during the 1910-1911 school year through the English Department, in which *Public Speaking and Argumentation And Debate* were taught by Prof. Arthur L. Andrews. The English Department additionally offered courses in English composition and theatre (Fujimoto, 1949).¹ In 1919, Olive Day, head of the English Department of the Territorial Normal School, began a push for Speech and Speech correction in the public school system. This evolved into the English Department at the University, and in 1925, a course labeled *Practical Phonetics* was added. In 1936, a division of Speech was established within the English Department. In 1937, a Graduate studies program in Speech was added. The English Department continued to offer additional courses in Speech up through 1946. One of the main goals of the Speech courses was the "correction" of oral English use in Hawaii. In fact, the 1939-1940 catalogue states that "Permission to enter the junior year as a candidate for a Bachelor's degree is dependent not only upon academic standing but also upon proficiency in oral and written English." Courses such as *Voice and Diction*, *Speech Correction*, *Sounds Of English* were added to the curriculum. Also, in 1943, courses in new technology were added (i.e., *Radio Broadcasting*, *Radio Speech*). Partially due to the pressure to place greater weight on oral English proficiency to be admitted to the University in 1944, an argument was made to detach the Speech courses from the Department of English.

The Department of Speech was formally established December 1946, was chaired by Dr. Bower Aly, and consisted of seventeen staff members. The 1947-1948 school year was the first full year in which professors and instructors of Speech, instead of English instructors, taught in the classrooms. And in December of 1947, the University of Hawaii was, for the first time, represented at the annual Speech Association of America convention in Salt Lake City, UT. By this time, the Department of Speech offered a total of thirty-six courses (100 – 300 levels) that covered the areas of Speech Production, Speech Pathology, Rhetoric, Speech Forensics, Radio Broadcasting, and Theatre/Drama, and employed 1 Professor of Speech, 8 Assistant Professors of Speech, 9 Instructors of Speech, 2 Visiting Professors of Speech, 2 Assistants in Speech, and 7 Graduate Assistants.

By 1967, the Theatre courses had been moved to a Drama Department, the Speech Pathology and Audiology courses had moved to their own department within a new college, and linguistics was being offered in the department. During the 1966-1967 school year, the department discussed changing its name from the Department of Speech to the Speech-Communication Department (Rider, 1967). Rider argued that the field of Speech had changed over the years and had moved beyond the study of public speaking, debate, oral interpretation, phonetics, and related subjects. The field now was also interested in human communication (i.e., interpersonal, face-to-face interactions) and alternative research methodologies that were being used in the social sciences.

In 1972, the undergraduate degree was split into two programs: the Communication program (social science emphasis) and the Speech program (a humanistic, practical arts emphasis) (1977 Departmental Review). The graduate MA in Speech-Communication was continued until it was phased out during the 1974-1975 year.

In 1975, the Board of Regents established the two programs as two separate departments. Over the ensuing years, the Communication Department moved toward instruction and research focusing on human communication and communication technology and media, while the Speech Department focused primarily on communication skills (i.e., Personal Speech, Public Speech, and Aesthetic Speech) (1977 Departmental Review). The Communication Department applied for and received approval for their MA program by 1977 (1977 Departmental Review); although the Department of Speech did not provide an MA for another 11 years, the department still offered "courses for the benefit of those students who wish[ed] to continue the study of speech after obtaining the baccalaureate degree" (p. 4, Program Review Report, 1984).

An MA in Speech was approved by the Board of Regents in 1988, and the Speech Department began offering MA classes toward the MA in Fall 1989 (1989-1990 Academic Program Review). The new MA program coincided with the Departments successful evolution from a performance/skills and humanities-based undergraduate department to one that excels in instruction and research on the science of Communication or, more appropriately, *Communicology*.

¹The history of the Department of Speech from 1910-1948 was taken from the thesis of Sunnie Fujimoto (1949).

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