Document N: Course and Program Development:
IMPACT AND APPROVAL SIGNATURES
See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: ☐ LAW ☐ MSB ☐ CAS ☐ CPA

CONTACT NAME: Julie Simon PHONE: 410-837-6061

DEPARTMENT/DIVISION: School of Communications Design DATE PREPARED: 11/11/11

PROPOSED SEMESTER OF IMPLEMENTATION: ☐ fall ☐ spring YEAR: 2013

TYPE OF ACTION: ☐ add (new) ☐ deactivate ☐ modify ☐ other
LEVEL OF ACTION: ☐ noncredit ☐ undergraduate ☐ graduate ☐ other

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

☐ COURSE ACTIONS

Original Subject Code/Course Number: CMAT 342

Original Course Title: The Rhetoric of Digital Communication

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre- and Co-Requisite
7. Course Description
8. New Course
9. Deactivate Course
10. Other

☐ PROGRAM ACTIONS

Original Program Title:

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

10. Program Requirements
11a. Undergraduate Specialization (24 credits or fewer)
11b. Master's Specialization (12 credits or fewer)
11c. Doctoral Specialization (18 credits or fewer)
12. Minor (add or delete)
13. Closed Site Program
14. Program Suspension
15. Program Reactivation
16a. Certificate Program (UG/G) exclusively within existing degree program
16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
17. Off-Campus Delivery of Existing Programs
18a. Undergraduate Concentration (exceeds 24 credits)
18b. Master's Concentration (exceeds 12 credits)
18c. Doctoral Concentration (exceeds 18 credits)
19. Program Title Change
20. Program Termination
21. New Degree Program
22. Other

ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; review the list of necessary documents):

☒ summary proposal (O) ☐ course definition document (P) ☐ full five-page MHEC proposal (Q)
☐ financial tables (MHEC) (R) ☐ other documents as may be required by MHEC/USM (S) ☐ other (T)

Summer 2020
### IMPACT REVIEW (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>a. Library</td>
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<tr>
<td>□ no impact</td>
<td>□ impact statement attached</td>
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<td>b. OTS</td>
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<td>c. University Relations</td>
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<td>e. Records</td>
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### APPROVAL SEQUENCE (review the list of necessary signatures):

<table>
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<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
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<tr>
<td>B. General Education (for No. 7, 8)</td>
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<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
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<td>12/19/11</td>
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<td>D. Dean</td>
<td></td>
<td>1/20/12</td>
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<tr>
<td>E. University Faculty Senate (Chair)</td>
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<td>F. University Council (Chair)</td>
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<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td></td>
<td>10/12/12</td>
</tr>
<tr>
<td>H. President</td>
<td></td>
<td></td>
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<tr>
<td>I. Board of Regents (notification only)</td>
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<tr>
<td>J. Board of Regents (approval)</td>
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<tr>
<td>K. MHEC (notification only)</td>
<td></td>
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<tr>
<td>L. MHEC (approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M. Middle States Association notification</td>
<td>Required only if the University’s mission is changed by the action</td>
<td></td>
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</table>

1 University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University’s mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
**Document O: Course and Program Development: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

**SCHOOL:**
- LAW
- MSB
- CAS
- CPA

**CONTACT NAME:** Julie Simon  
**PHONE:** 410-837-6061

**DEPARTMENT/DIVISION:** School of Communications Design  
**DATE PREPARED:** 11/11/11

**PROPOSED SEMESTER OF IMPLEMENTATION:**
- Fall
- Spring  
**YEAR:** 2013

**ACTION BEING REQUESTED** (select one category, either Course Actions or Program Actions):

- **COURSE ACTIONS**
- **PROGRAM ACTIONS**

**Original Subject Code/Course Number:** CMAT 342  
**Original Program Title:**

**Original Course Title:** The Rhetoric of Digital Communication

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

**COURSE ACTIONS**
1. Experimental Course  
2. Course Title  
3. Course Credits  
4. Course Number  
5. Course Level  
6. Pre- and Co-Requisite  
7. Course Description  
8. New Course  
9. Deactivate Course  
10. Other

**PROGRAM ACTIONS**
10. Program Requirements  
11a. Undergraduate Specialization (24 credits or fewer)  
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19. Program Title Change  
20. Program Termination  
21. New Degree Program  
22. Other

For changes to existing courses:

<table>
<thead>
<tr>
<th>OLD TITLE</th>
<th>SUBJECT CODE/COURSE NO.</th>
<th>CREDITS</th>
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</thead>
<tbody>
<tr>
<td>NEW TITLE</td>
<td>SUBJECT CODE/COURSE NO.</td>
<td>CREDITS</td>
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</table>
The School of Communications Design proposes a new course, CMAT 342/The Rhetoric of Digital Communication.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

The School of Communications Design's revising and updating of its corporate communication major has resulted in a change in the major's title and core requirements. The proposed course will be a core requirement in the new Digital Communication major.

The faculty, in consultation with employers and others, believe that all students planning careers as professional communicators need some grounding in the principles of rhetoric and in the application of those principles to contemporary communication media and communication products.
DOCUMENT P: COURSE DEFINITION
See Course and Program Development Policy and Procedures (http://www.ubalt.edu/template.cfm?page=257) for instructions.

1. DATE PREPARED
11/11/11

2. PREPARED BY
Julie Simon

3. DEPARTMENT/DIVISION
School of Communications Design

4. COURSE NUMBER(S) with SUBJECT CODE(S)
CMAT 342

5. COURSE TITLE
The Rhetoric of Digital Communication

6. CREDIT HOURS
3

7. CATALOG DESCRIPTION
Overview of principles, strategies, and techniques for intentional communication that occur within particular contexts and that influence communication choices. These include audience analysis, information transfer, persuasion, and associated ethical considerations. Special attention to changes from traditional to electronic to digital media.

8. PREREQUISITES
NONE

9. COURSE PURPOSE (how the course is to be used in the curriculum; e.g., required for the major, elective, etc.)
Requirement for Digital Communication majors; major elective for English and Integrated Arts majors; general elective for other CAS, CPA, and Business undergraduates.

10. GENERAL EDUCATION AREA (if applicable; e.g., social sciences, humanities, mathematics, etc.)
N/A

11. COURSE TYPE/COMPONENT (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, practicum, research, summer 2010)

Summer 2010
Lecture

12. FACULTY QUALIFIED TO TEACH COURSE

Kelly Carr, Jonathan Shorr, Stephanie Gibson, Charity Fox, Betsy Yarrison

13. CONTENT OUTLINE

1. Foundations of rhetoric (Weeks 1-3)
   a. Historical roots of contemporary rhetoric
      i. the relationship between rhetorical strategies and media of communication
      ii. the classical canon: invention, arrangement, style, control, delivery
      iii. impact of societal and technological changes on rhetorical principles
   b. Analyzing audiences
      i. Identifying target audiences
      ii. Identifying audience needs, values, beliefs, reservations
      iii. Creating audiences
   c. Rhetorical purposes
      i. Informing
      ii. Persuading
      iii. Entertaining
   d. Communication Ethics

2. Fundamentals of Rhetoric (Weeks 4-6)
   a. Types of Evidence
      i. Stories
      ii. Statistics
      iii. Visuals
      iv. Analogies/Metaphors
      v. Authority
   b. Types of Arguments
      i. Claims
      ii. Reasons
      iii. Issues

3. Application of Rhetorical Principles to Verbal Communication (Weeks 7-9)

4. Application of Rhetorical Principles to Visual Communication (Weeks 10-11)

5. Application of Rhetorical Principles to Interactive Social Media (Weeks 12-14)

Summer 2010
14. LEARNING GOALS

By the end of the course, students should be able to:

- Explain and demonstrate basic techniques and strategies for informing and persuading audiences.
- Determine and explain how best to reach various audiences.
- Choose appropriate types of evidence and standards of proof based on audience, situation, and medium.
- Describe the rhetorical obstacles and constraints arising from different media, subjects, and purposes.
- Discuss ethical issues related to public discourse.
- Evaluate visual and verbal discourse according to standards of the field.

15. ASSESSMENT STRATEGIES

- Midterm and final exams covering rhetorical techniques and strategies
- Short written assignments analyzing the techniques and strategies for informing and persuading audiences
- Extended Written Analysis assignment employing rhetorical techniques and strategies and effective written communication
- Final Paper

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase)


17. SPECIAL GRADING OPTIONS (if applicable)

N/A

18. SUGGESTED CLASS SIZE

30

19. LAB FEES (if applicable)

NONE

Summer 2010