6. **Administration of the Program**

The program will be administered by the Department of Communication, which is currently administering the Communication M.A. program. By-laws of the M.A. program have recently been revised to comport with Graduate Council Guidelines.

Students accepted into the program will be assigned to a preliminary major professor by the Graduate Committee of the Department of Communication. Assignments will be made with the understanding that they are temporary and subject to change at the student’s request in consultation with the Graduate Committee and the prospective major professor.

The Graduate Advisor will act as an independent advocate for the student, providing academic advice to ensure students are properly prepared to write their qualifying papers.

7. **Evaluation of the Program**

This process will be carried out as it is for our M.A. program, by a committee appointed by the Graduate Council’s review committee. The Ph.D. Program will be reviewed 5 years after the first class of students is admitted. Thereafter, the Ph.D. and M.A. programs will be reviewed jointly based on the periodic graduate program review cycle of 7 years.

II. **PROGRAM**

1. **Preparation for the Program**

The proposed Ph.D. program is designed for students with backgrounds in communication or a cognate field, e.g., psychology, sociology or political science. Students entering the program with insufficient undergraduate background in communication theory and statistics will be required to make up these deficiencies before undertaking graduate-level course work. Entering students will work with their respective advisors to determine: (1) the adequacy of their backgrounds in communication theory and statistical methods, (2) the nature of any necessary remedial work and (3) their future course of study.

2. **Language Requirements**

Oral and written competence in English that is sufficient to complete all degree requirements. There is no foreign language requirement.

3. **Program of Study**

a. **Specific areas of emphasis**

   - Social Interaction
   - Mediated Communication
b. Plan: Doctoral degree, Plan C (3 member dissertation committee and 3 member oral defense committee).

c. Unit Requirements

A total of 56 units are required for the degree. Of these, 16 units are Communication Theory courses, 20 units are Research Methodology courses, 12 units are Emphasis Elective courses, and 8 units are General Electives that may be taken from within or outside the Department of Communication. The student’s plan of study must be devised in consultation with the student’s major professor and approved by the Graduate Advisor. The plan of study should be submitted by the end of students’ first year in residence.

d. Required and Recommended Courses, Including Teaching Requirement

Communication Theory Requirements (16 Units)

All students must complete the following communication theory courses. (Courses designated with an asterisk* are new courses developed for the Ph.D. program):

CMN 201 Communication Theory (4)
CMN 202 Theory Development in Communication Inquiry (4)
CMN 230 Social Interaction Theory and Research (4)
CMN 240 Mediated Communication Theory and Research (4)

Research Methods (20 Units)

All students must complete the following communication research methodology courses:

CMN 210 Experimental Methods (4)
CMN 211 Survey Methods (4)

In addition, all students must complete one of the following 12-unit statistics sequences, earning no less than the grade of B in each course:

Option A:
POL 211 Research Methods in Political Science (4)
POL 212 Quantitative Analysis in Political Science (4)
POL 213 Quantitative Analysis in Political Science (4)

Option B:
PSC 204A Statistical Analysis of Psychological Experiments (4)
PSC 204B Causal Modeling of Correlational Data (4)
PSC 204C  Applied Psychometrics and Measurement Theory (4)

Option C:
SOC 206  Quantitative Analysis in Sociology (4)
SOC 207A-B  Methods of Quantitative Research (4-4)

Emphasis Electives (12 Units)

Students selecting the Social Interaction emphasis must complete 12 units from the following list of courses:

CMN 220  Persuasion and Message Design (4)
CMN 221  Communication and Cognition (4)
*CMN 222  Communication and Affect (4)
CMN 231  Goal-Directed Social Interaction (4)
*CMN 232  Language and Communication (4)
*CMN 233  Communication in Medicine (4)
*CMN 234  Relational Communication (4)
CMN 242  Computer-Mediated Communication (4)
CMN 280  Special Topics in Social Interaction (4)
CMN 282  Special Topics in Methods (4)

Students selecting the Mediated Communication emphasis must complete 12 units from the following list of courses:

CMN 220  Persuasion and Message Design (4)
CMN 221  Communication and Cognition (4)
*CMN 222  Communication and Affect (4)
*CMN 241  Theories of Media Audiences (4)
CMN 242  Computer-Mediated Communication (4)
*CMN 243  Media and Health (4)
*CMN 244  Media and Public Opinion (4)
*CMN 245  Media Technologies and the Political Process (4)
CMN 281  Special Topics in Mediated Communication (4)
CMN 282  Special Topics in Methods (4)

General Electives (8 Units)

Students must take 8 units of elective course work from within or outside the Department of Communication, selected in consultation with his or her major professor and with the approval of the Graduate Advisor (see Appendix 4).

Teaching Requirement

Students are encouraged to become a teaching assistant during their period of study. All students assigned to a teaching role must complete CMN 396
(Teaching Assistant Training Practicum) (1-4 Units). Units earned in this course may not be counted toward the satisfaction of degree unit requirements.

e. Licensing and Certification

Not applicable. The proposed degree program has no licensing or certification requirement.

4. Field Examinations

There are no field examinations.

5. Qualifying Examinations

The qualifying examination will consist of a written examination followed by an oral examination. The examining committee will evaluate the written examination before the oral examination takes place; however, the student will receive an evaluation of the qualifying examination only after completing the oral examination. The oral examination will serve two purposes. First, the student will be given the opportunity to clarify any answers deemed to be problematic on the written examination. Second, the student will be required to expand answers given to the written questions.

The written examination will be conducted in two primary areas: (1) general theory and research methods, and (2) the student’s area of specialization, social interaction or mediated communication. Questions asked in the general theory and methods examination will assay the degree to which the student is conversant with significant theories across the communication discipline and the extent to which the student is able to design research to test these theories. Questions posed in the student’s area of specialization will assess the students’ command of both theory and bodies of research germane to that area.

Consistent with UC Davis Graduate Council Policy (Revised 1 February 2006), a qualifying examination committee consisting of five (5) members, at least three (3) of whom will be members of the student’s graduate program and at least one (1) of whom will be external to the student’s program, will devise the questions. Students will be given 48 hours to complete each area examination. The two area examinations should be taken during successive weeks. Before undertaking the written examinations, the student will be told the general areas in which the questions will be asked. The oral examination will take place within one month after written examinations are completed. The same committee members who read the written examination responses will conduct the oral examination.

At the conclusion of the oral examination, the committee may elect one of three outcomes: Pass, Not Pass, or Fail. Those receiving a Pass can be admitted to candidacy. Those receiving a Not Pass will be given the opportunity to retake all or part of the examination and complete any additional requirements. An exact timetable for
completing these tasks will be stipulated. If the retake is satisfactorily completed, the student can be admitted to candidacy; however, if the retake is judged to be unsatisfactory, the student will receive a Fail for the entire examination. Students will be permitted to retake the examination only once. A student who receives a Fail on either the first administration of the qualifying examination or in response to the retake as part of the Not Pass option will be awarded a terminal M.A. in Communication, provided all requirements for the M.A. degree have been satisfactorily completed.

The student must file for advancement to candidacy for the degree of Doctor of Philosophy immediately after passing the qualifying examination. Typically, students will sit for the qualifying examination at the conclusion of fall quarter of the third year, as indicated in the sample programs. Filing for candidacy should take place no later than the end of the student's third year of study. At this point, the student and his or her major professor will submit the membership of the student's dissertation committee to the Graduate Advisor for approval. Upon approval, the Graduate Advisor will forward the committee nomination to the Dean of Graduate Studies for final approval.

6. The Dissertation

A dissertation topic must be selected by the candidate and approved by the candidate's dissertation committee. In accordance with Graduate Council Policy the dissertation committee will consist of three (3) members. Under almost all circumstances, the committee’s three (3) members would have served on the qualifying examination committee. The intended Chair of the Dissertation Committee (commonly known as the Major Professor) may be a member of the QE committee but may not serve as its Chair. The dissertation must be theoretically grounded and address an issue intrinsically related to human symbolic behavior. The dissertation committee must ensure that the dissertation research is of a scope and quality that is sufficient to merit conferring the doctoral degree.

7. Final Examination

The entire dissertation committee will conduct the final oral examination. The dissertation and final examination procedures proposed here comport with those specified in the document Davis Division Academic Senate Regulation 520, “Requirements for Higher Degrees: Doctor of Philosophy.”

8. Special Requirements over and above Graduate Division Requirements

This is not applicable.

9. Relationship of Master’s and Doctor’s Programs

Once the doctoral program has been established, students seeking the terminal M.A. degree will continue to be admitted to the M.A. program. Those who successfully complete the M.A. program and who meet the Ph.D. program’s admission requirements
may continue on in the Ph.D. program. For students admitted directly to the Ph.D. program, an M.A. will be a milestone as they pursue their Ph.D. There will be two exceptions to this policy, however. First, the M.A. will be a terminal degree for any student who is judged to be an unsuitable candidate for the Ph.D. on the basis of their Qualifying Examination but who has otherwise fulfilled all requirements for the M.A. degree. Second, the student who concludes for personal or professional reasons that earning the Ph.D. is no longer an appropriate objective will be granted the M.A. if all requirements for the Master’s degree have been satisfied.

The M.A. and Ph.D. programs differ substantially along two dimensions. First, students enrolled in the Ph.D. program will be required to complete significantly more quantitative methods courses than those enrolled in the M.A. program. Second, Ph.D. students will attain greater depth of knowledge in specific areas of study by taking the specialized courses proposed for the Ph.D. program. Thus, a student who completes the M.A. program and is admitted to the Ph.D. program would have to complete one of the quantitative methods sequences outlined previously and any special methods courses germane to the student’s research interests. Furthermore, as a Ph.D. candidate, the student would complete additional theory courses aimed at developing specialized knowledge within research areas of interest to the student and would represent that knowledge in a substantial dissertation.

10. Special Preparation for Careers in Teaching

This is not applicable.

11. Sample Four-Year Programs

Emphasis Area:

Social Interaction

Year 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>CMN 201</td>
<td>Communication Theory</td>
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<td>Theory Development in Communication Inquiry</td>
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<td>CMN 230</td>
<td>Social Interaction Theory and Research</td>
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<tr>
<td>CMN 210</td>
<td>Experimental Methods</td>
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[24 Units]

Year 2

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<tr>
<td>CMN 221</td>
<td>Communication and Cognition</td>
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<td>CMN 231</td>
<td>Goal-Directed Social Interaction</td>
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<tr>
<td>PSC 245</td>
<td>Social Psychology</td>
<td>4</td>
</tr>
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<td>PSC 204A</td>
<td>Statistical Analysis of Psychological Experiments</td>
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## Proposal for Communication Ph.D. at UC Davis

### Year 3

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<tr>
<td>CMN 242</td>
<td>Computer-Mediated Communication</td>
<td>(4)</td>
</tr>
<tr>
<td>CMN 280</td>
<td>Special Topics in Social Interaction</td>
<td>(4)</td>
</tr>
<tr>
<td>CMN 299D</td>
<td>Dissertation Research</td>
<td>(8)</td>
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</tbody>
</table>

*Qualifying Examination taken at the conclusion of fall quarter.*

### Year 4

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>CMN 299D</td>
<td>Dissertation Research</td>
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### Emphasis Area:

**Mediated Communication**

#### Year 1

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<tr>
<td>CMN 202</td>
<td>Theory Development in Communication Inquiry</td>
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<tr>
<td>CMN 240</td>
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<td>CMN 230</td>
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<td>CMN 210</td>
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#### Year 2

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<td>CMN 244</td>
<td>Media and Public Opinion</td>
<td>(4)</td>
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<td>POL 261</td>
<td>Political Behavior</td>
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<tr>
<td>POL 211</td>
<td>Research Methods in Political Science</td>
<td>(4)</td>
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<td>POL 212</td>
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#### Year 3

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<tr>
<td>CMN 245</td>
<td>Media Technologies and the Political Process</td>
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<tr>
<td>CMN 281</td>
<td>Special Topics in Mediated Communication</td>
<td>(4)</td>
</tr>
<tr>
<td>CMN 299D</td>
<td>Dissertation Research</td>
<td>(8)</td>
</tr>
</tbody>
</table>
Qualifying Examination taken at the conclusion of fall quarter.

Year 4

CMN 299D  Dissertation Research

12. Normative Time from Matriculation to Degree

As depicted in the sample programs, the normative time from matriculation to degree will be four (4) years. This estimate assumes that the student is full time and enters the program with no deficiencies. However, we anticipate that students who matriculate in the program with M.A. degrees in Communication or related areas may be able to complete the program in a shorter time frame, especially if they have received extensive methodological training as part of their M.A. degree.

III. PROJECTED NEED

1. Student Demand for the Program

There has been explosive growth in the number of students earning degrees in communication during the past three decades. According to the National Center for Educational Statistics, the number of Bachelor’s degrees conferred in communication increased drastically from 10,324 in 1970-71 to 55,760 in 1999-2000. Considering that the total number of Bachelor’s degrees conferred by degree-granting institutions for the same period increased only by 47%, from 839,730 to 1,237,875, this more than five-fold increase bespeaks of strong student demand for communication programs. Likewise, for the same period, the number of Master’s degrees awarded in communication tripled (from 1,856 to 5,605) and that of Doctoral degrees more than doubled (from 145 to 357). Given such robust student demand, it is particularly regrettable that California is currently under-served by Research-1 doctoral programs in communication. Once the program has been approved and we are able to advertise our program, we have little doubt that we will experience a strong demand for admission to it.

Our program will have two specific areas of emphasis: social interaction and mediated communication. Those who emphasize “social interaction” will be encouraged to examine fundamental processes of human communication, namely message production and reception. On the one hand, they may wish to investigate how people produce messages to further their goals in social interactions by examining, for example, cognitive planning and the selection of interpersonal tactics and message strategies. Specifically, they might focus on how people seek and provide various forms of support (e.g., advice, emotional support) and what makes more or less effective supportive behaviors. They may also study how people use various communicative devices to initiate, maintain, escalate, and terminate their relationships.

On the other hand, students may focus on the message reception and study how individuals detect each other’s goals and the consequences that follow from such