

## CMNS Program Review Recommendations

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External Reviewer's Report —Communications Department —  
Douglas College —July 19, 2012

Reviewer: Dr. David Black, School of Communication and Culture,  
Royal Roads University

What will unite all these recommendations addressed to particular problems is one underlying suggestion that enables many of the specific issues to be better addressed and remedied. That is: allow Communications to develop an identity and function at Douglas as that balances its heavy service teaching obligations with a greater latitude for the development of academic courses more fully representative of communications as an academic and professional field of study .

1. Adopt a different and more balanced approach to Communications' role as a service department at Douglas, creating more space for academic course development and a more academic sensibility.
2. Develop 1<sup>st</sup> and 2<sup>nd</sup> year level courses in other areas typical of a communications curriculum. And should opportunities present themselves, do the same at the 3<sup>rd</sup> and 4<sup>th</sup> year level.
3. Reformulate CMNS3100 (Language, Institutions and Power) as a second year course or accommodate it as CMNS3100 in the proposed BA in Professional Writing, Communication, and Publishing.
4. Develop a team-taught pedagogical model for Communications service courses to ~~develop the courses to~~ analytical rigorous assignment(s) that transfer.
7. Lower the admission standard for first and second year Communications courses to C+ in English 12 for students from the vocational client programs, as well as students from the general Douglas student population. However, retain the English 12 B standard for students taking the Communications certificate, associate of arts diploma, and/or proposed BA in Professional Writing, Communication and Publishing.



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