Code # COM28

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Chris Harper, [charper@astate.edu](mailto:charper@astate.edu), 972-2711

**2.Proposed Change**

Change prefix and numbers of Internship courses listed across the college to consolidate to one Internship course. Course description has been altered to eliminate specificity of internship to each program.

**~~GCOM 3003~~ to MCOM 4063. Internship**

**~~JOUR 4063~~ to MCOM 4063. Internship**

**~~RTV 4443~~ to MCOM 4063. Internship**

**~~SCOM 428V~~ to MCOM 4063. Internship**

**3.Effective Date**

Fall 2013

**4.Justification**

The MCOM consolidates several internship courses offered throughout the college. The college is proposing a career center as part of the restructuring, and it will be easier to manage internships with one prefix and number.

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**COLLEGE OF COMMUNICATIONS**

The frequency of course offering is indicated following each course description. If not otherwise indicated, the course will be scheduled for each enrollment period. **The university reserves the right to change course scheduling when circumstances dictate such changes.**

**DEPARTMENT OF JOURNALISM**

**Graphic Communications (GCOM)**

**GCOM 1613. Graphic Communication Systems** An exploration of the industrial materials and processes utilized for graphic preparation and reproduction including lithography, gravure, flexog­raphy, screen printing, and nonimpact printing processes. Classroom, industrial visitation and laboratory format. Fall, Spring.

**GCOM 1813. Introduction to Digital Publishing** An overview of the preparation of digital graphics, photographs and text for publication, and of their interrelationships. Includes application of current digital publishing software programs. Fall, Spring.

**GCOM 2673. Digital Prepress** Comprehensive overview of the major prepublishing workflow elements and the options or their interrelationships. Fall.

**~~GCOM 3003.~~ MCOM 4063 Internship** ~~Students will be required to work and study in an approved position. Prerequisite, GCOM 1613.~~ Supervised work in an approved communications-related setting. Prerequisite, consent of the department chair and faculty advisor. Fall, Spring, Summer.

**GCOM 3603. Graphic Production Systems** An exploration of the Press and Post Press processes of graphic reproduction and publishing. Critical aspects unique to each process will be studied including copy preparation, image carriers, image transfer systems, substrates, inks/toners and post press operations. Each process will be studied through classroom experiences, industrial visitations and/or laboratory experiences. Prerequisite, GCOM 1613. Spring.

**GCOM 4613. Post Press and Distribution Management** Study of functions occurring after the material has been imaged, including case, mechanical and perfect binding and finishing opera­tions. Additional components include web finishing, selective binding, ink jet imaging, and postal regulations and distribution. Prerequisite, GCOM 1613. Spring

**GCOM 4623. Graphic Communications Estimating and Scheduling** Focus on establishing cost centers and budgeted hourly rates, estimating and pricing materials and buyouts, and analyzing and communicating production schemes for graphic reproduction. Prerequisites, GCOM 3603. Spring.

**GCOM 4643. Graphic Communications Management Seminar** Management issues specific to the graphic communications industry including quality assurance, sales and customer relations, marketing , scheduling production, laws, ethics, and government interface. Lecture based on course with industry visitations. Prerequisites, GCOM 3603. Fall.

**GCOM 4683. Graphic Publication Production** Opportunity for students to plan production, deter­mine related costs, coordinate and perform production, control quality and develop a portfolio of a complete production experience. Lecture, industry visitations and laboratory format. Prerequisites, GCOM 1613 and GCOM 3803. Fall.

**GCOM 4783. Electronic Innovations in Graphic Communications** Course designed to cover the concepts of digital imagery and output, on demand printing, pagination, multimedia production, databases, interactive design, electronic sales and customer relations. Classroom, laboratory and industry visitation experiences. Prerequisites, GCOM 1613 and RTV 4363. Permission of instructor required. Fall, odd.

419

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**JOUR 3093. Photojournalism** Practical experience with digital photography and layout for print media, use of image editing software, color theory, scanning input and output devices. Students required to submit projects for student publications and cover news events. Requires three hours of laboratory work per week. Prerequisites, JOUR 2003 and JOUR 3043 or consent of instructor. Special course fee, $10.00. Spring.

**JOUR 3363. Communications Research** Study and use of research tools and theories available for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied research as applied to the media. Cross listed as RTV 3363. Fall, Spring.

**JOUR 3373. Introduction to Internet Communications** Introductory course in the use of the internet as a communication delivery system. The course addresses Internet history, its develop­ment and future applications for communications. Basic computer competency required. Cross Listed RTV 3373. Fall, Spring.

**JOUR 3673. Desktop Publishing and Publication Design** Electronic publishing and publication design using desktop publishing software programs. Fall, Spring, Summer. Course Fee $25.00

**JOUR 3943. Strategic Writing** Writing forms and styles across multimedia platforms. Funda­mentals and practice in preparation of strategic messages for various channels of communications, including controlled and uncontrolled media. Students will develop skills in information gathering, writing styles, editing, critical thinking and audience analysis. Prerequisites: JOUR 2003 and either PR 3003 or JOUR 3023. Fall, Spring.

**JOUR 4003. Media Planning and Account Management** This is an advanced advertising course in strategic media placement and the management of client/agency relationships. Spring.

**JOUR 4010. Advanced Photojournalism Laboratory** Laboratory for Advanced Photojournalism. Must be taken concurrently with JOUR 4013. Fall.

**JOUR 4013. Advanced Photojournalism** Digital photojournalism with emphasis on ethics and role of photojournalist in society. Students are expected to prepare a portfolio of work upon completion of the course. Six hours of laboratory work per week. Prerequisite, JOUR 3093. Special course fee, $25.00. Fall.

**JOUR 4033. Advertising Case Studies and Campaigns** Study of recent advertising cases and campaigns involving business, industry, institutions and government. Students create a compre­hensive advertising campaign for a given client. Prerequisite, JOUR 3033, JOUR 3143 and JOUR 3363. Spring.

**JOUR 4043. Studies in Newspaper Management** Study of business and editorial management of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotional problems. Fall, even.

**JOUR 4050. Public Affairs Reporting Laboratory** Laboratory for Public Affairs Reporting. Must be taken concurrently with JOUR 4053. Spring.

**JOUR 4053. Public Affairs Reporting** IInstruction and practice in gathering material and writing stories on public affairs, emphasis on courts and government. Requires three hours of laboratory work per week. Prerequisite, C or better in JOUR 2013 or consent of instructor. Spring.

**~~JOUR~~ MCOM 4063. Internship** ~~Supervised work in an approved media-related industry. Prerequisite, consent of the department chair. Summer.~~ Supervised work in an approved communications-related setting. Prerequisite, consent of the department chair and faculty advisor. Fall, Spring, Summer.

**JOUR 4073. Communications Law and Ethics** Legal and ethical limitations and privileges af­fecting the mass media. Cross listed as RTV 4073. Fall, Spring, Summer.

**JOUR 4083. Sports, Business and Opinion Writing** Techniques of newswriting and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisite, C or better in JOUR 2013 or consent of instructor or department chair. Spring, odd.

**JOUR 4113. Integrated Communications Strategies** Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, JOUR 3023, PR 3003, or MKTG 3013. Fall, Spring.

421

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**RTV 3503. Film Cinematography, Lighting, and Editing** Introduction to the theory and tech­niques of cinematography, lighting, and editing for narrative filmmaking. Prerequisite, consent of instructor. Fall, Spring.

**RTV 3673. Seminar in Digital Media and Design** A study of the development and impact of digital media. Cross listed as ART 3673. Spring.

**RTV 4053. Public Affairs Reporting for Electronic Journalism** Coverage of municipal and county government agencies, public school boards, community planning and development agen­cies, and special events within the local community for the electronic media. Prerequisite, RTV 3003. Spring.

**RTV 4073. Communications Law and Ethics** Legal and ethical limitations and privileges af­fecting the mass media. Cross listed as JOUR 4073. Fall, Spring, Summer.

**RTV 4303. Advanced Filmmaking Techniques** In-depth study of narrative filmmaking as an art form. Students develop greater expertise in shooting properly exposed and imaginatively composed images, storyboarding, production techniques, composition aesthetics, lighting, sound mixes, and digital non-linear editing. Prerequisites, RTV 3303, RTV 3403, RTV 3503. Spring.

**RTV 4313. Electronic Media Management** A study of the elements, problems and responsibili­ties in broadcast station and cable management. Emphasis is placed on an examination of the management function as it relates to the various operating divisions of broadcast stations and single or multisystem cable organizations and to applicable regulatory procedures and requirements of the Federal Communications Commission and other regulatory groups. Special course fees apply. Fall, Spring.

**RTV 4320. News Production and Performance Laboratory** Laboratory section for News Production and Performance. Must be taken concurrently with RTV 4323. Fall, Spring.

**RTV 4323. News Production and Performance** Experience in producing news programs. Stu­dents exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and nonverbal communication relative to on camera delivery. Prerequisites, RTV 3103 or consent of instructor. $25 special course fee. Fall, Spring.

**RTV 4333. Special Topics Seminar** A seminar that addresses current topics in the area of communication. Fall.

**RTV 4353. Corporate Media Production** Study of the field and function of media production for business and nonprofit organizations. The course addresses client contact, budgeting, analysis of production problems, design and writing of scripts for promotion, training and news in corporate and industrial settings. $25 special course fees. Prerequisites, RTV 3013, RTV 3024 and RTV 3033. Fall.

**RTV 4363. Multimedia Storytelling** Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences. Fall, Spring.

**RTV 4383. Advanced Television Production** Practice in methods and procedures of producing studio and remote program content for ASU TV. This may include, athletic events, campus forums, concerts, newscasts, spelling bees, telethons, etc. Prerequisite, C or better in RTV 3023. May be repeated for a maximum total of six credit hours. Fall, Spring.

**RTV 4403. Film Distribution Exhibition** An in-depth study of the business of filmmaking and the process of marketing a motion picture in the convergent media marketplace. Consideration is given to traditional modes of film distribution and also emerging media outlets such as websites and podcasting. Fall, Spring.

**~~RTV 4443~~. MCOM 4063 Internship** ~~Supervised work for a radio or television~~ ~~station, cable system or allied industry. Prerequisite, Consent of Chairman of Department of Radio Television~~. Supervised work in an approved communications-related setting. Prerequisite, consent of the department chair and faculty advisor. Fall, Spring, Sum­mer.

424

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**SCOM 3373. Gender Communication** Study of the interrelationship between communication and gender in various contexts. Spring, odd.

**SCOM 3433 Communication Criticism** Provides critical approaches from the humanistic condi­tion engaging media, public discourse, and interpersonal communication. Prerequisites, SCOM 1203 or PHIL 1503, or PHIL 1103. Summer.

**SCOM 4203. Small Group Communication** Group and conference techniques for classroom, business, and professional situations. Spring, Summer.

**SCOM 4243. Interpersonal Communication** Emphasis on increasing students capacity for openness, sensitivity, and objective appraisal. Fall, Summer.

**SCOM 4253. Intercultural Communication** Identification of barriers and breakdowns to com­munication among cultures. Spring.

**SCOM 4263. Organizational Communication** Dynamics and theories of communication within an organization. Spring, even.

**~~SCOM 428V~~. . MCOM 4063 Internship ~~in Communication Studies~~** ~~Combines relevant work experience with classroom theory. Demand.~~ Supervised work in an approved communications-related setting. Prerequisite, consent of the department chair and faculty advisor. Fall, Spring, Sum­mer.

**SCOM 431V. Special Problem: Varying Topics** Prerequisite, permission of instructor. May be repeated twice with different topics. Demand.

**SCOM 4323. Communication in Personal Relationships** The course covers interpersonal com­munication in the context of personal relationships, such as romantic relationships, friendships, professional relationships, and family relationships. Fall, odd.

**SCOM 4373. Conflict Resolution** Conflict as a communication variable created through inter­personal interaction in dyads, small groups, families, and organizations. Dual listed SCOM 5373. Summer.

**SCOM 4383. Computer Mediated Communication** This course considers how identities, rela­tionships and communities are created and influenced by our use of computers and the internet. We will gain understanding of these processes by engaging new media scholarship and activities involving different forms of new media. Dual listed as SCOM 5383. Prerequisite: SCOM 1203. Spring.

**SCOM 4403. Seminar in Health Communication** Study of the major cultural, interpersonal, and public communication issues affecting health communication. Spring, odd.

**SCOM 4423. Narratives in Health and Healing** Explores the social construction of health, illness, and healing through the study of narrative. Dual listed as SCOM 5423. Spring.

426