Code # COM26

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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 to 1003 Mass Communication in Modern Society to eliminate cross listing of course required of all students in the college. Change description for 1003 Mass Communications in Modern Society to better align with Gen Ed goals.

**~~JOUR~~ 1003 to MCOM 1003. Mass Communications in Modern Society**

**~~RTV~~ 1003 to MCOM 1003. Mass Communications in Modern Society**

**3.Effective Date**

Fall 2013

**4.Justification**

Eliminates cross listing of a course that is required of all students in the college. The description change is to more closely align the course with the Gen Ed goals since this course is offered as an option in the Social Science outcome. The description more accurately describes how the course is already being taught

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**GCOM 488V. Special Problems in Graphic Communications** Designed to provide individually directed research in some special area of printing for seniors. Should be arranged in consultation with a professor in the specified field of interest prior to the semester of study and approved by the department chair. A written paper is required. Fall, Spring, Summer.

**Journalism (JOUR)**

**~~JOUR~~ MCOM 1003. Mass Communications in Modern Society** ~~Survey of the varied fields of mass communications, with emphasis on their functions, operations, and problems in a democracy. Cross listed as RTV 1003~~. A study of the interaction between society and mass communication through the lenses of history, theory, economics, culture, law, and technology.

**JOUR 2003. News Writing** Basic news writing for print, broadcast and Internet. Course includes attention to news style and grammar. Word processing skills required. Prerequisite, C or better in ENG 1003. Cross listed as RTV 2003. Fall, Spring, Summer.

**JOUR 2010. News Reporting Laboratory** Laboratory for News Reporting. Must be taken con­currently with JOUR 2013. Fall, Spring.

**JOUR 2013. News Reporting** Techniques of news gathering, with practical experience in inter­viewing and writing for publication. Requires three hours of laboratory work per week. Prerequisite, C or better in JOUR 2003. Fall, Spring.

**JOUR 3001. Contemporary Events and the Mass Media** Weekly review of news events and the mass medias coverage of them. Fall, Spring.

**JOUR 3003. Feature and Magazine Article Writing** Methods of gathering material for feature stories through interviews, research, and observation, practice in writing the article. Requires three hours of laboratory work per week. Prerequisite, JOUR 2013. Fall.

**JOUR 3013. Principles of Public Relations** Nature and theoretical foundation of public relations, its role in society, practitioners and dynamics of the process. Fall, Spring, Summer.

**JOUR 3023. Principles of Advertising** Advertising history, theory and practice, including tradi­tional and nontraditional media. Fall, Spring.

**JOUR 3033. Advertising Elements and Execution** Principles and practices in creating and critiquing advertising messages across media platforms. Prerequisites, JOUR 2003 and JOUR 3023. Fall

**JOUR 3040. Photography Laboratory** Laboratory for Photography. Must be taken concurrently with JOUR 3043. Fall, Spring.

**JOUR 3043. Photography** Elements of composition, camera, darkroom techniques and digital photography. Requires three hours of laboratory work per week. Lab fee, $10.00. Special course fee, $10.00. Fall, Spring.

**JOUR 3053 Introduction to Visual Communications** Exploration of visual messages with text for publication in media outlets. Fall, Spring.

**JOUR 3060 News Editing Laboratory** Laboratory for News Editing. Must be taken concurrently with JOUR 3063. Fall.

**JOUR 3063. News Editing** Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design. Prerequisite, JOUR 2013. Fall.

**JOUR 3073. News Design** Principles of visual communication, digital and print media design, elements and practices of digital and press publication, media economic theory and practice. Prerequisite, JOUR 2013. Spring.

**JOUR 3083. History of the Mass Media** History of the mass media newspapers, magazines, radio, television and new technology from colonial days to the present. Spring.

**JOUR 3090. Photojournalism Laboratory** Laboratory for Photojournalism. Must be taken concurrently with JOUR 3093. Spring.

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**DEPARTMENT OF RADIO-TELEVISION**

**Radio-Television (RTV)**

**~~RTV~~ MCOM 1003. Mass Communications in Modern Society** ~~Survey of the varied fields of mass communications, with emphasis on their functions, operations, and problems in a democracy. Cross listed as JOUR 1003~~. A study of the interaction between society and mass communication through the lenses of history, theory, economics, culture, law, and technology.

**RTV 2003. News Writing** Basic news writing for print, broadcast, and Internet. Course includes attention to news style and grammar. Prerequisite, C or better in ENG 1003. Word processing skills required. Prerequisite, C or better in ENG 1003. Cross listed as JOUR 2003. Fall, Spring, Summer.

**RTV 2023. Audio Production with Lab** Foundations of sound, audio theory, and audio equip­ment, planning audio aspects of radio and television broadcasts and Webcasts, analog and digital recording, editing and post production techniques involving voice, music, and sound effects. Fall, Spring.

**RTV 3003. Reporting for the Electronic Media** Gathering, writing, and reporting news and features for the electronic media, including radio and television, cable, and the Internet. Prerequi­site, C or better in RTV 2003. Word processing skills required. Fall, Spring.

**RTV 3013. Promotional Writing for Electronic and Digital Media** Methods and techniques of writing non-news radio and television scripts and web content. Emphasis on commercials and program continuity, promotional announcements, public service announcements. Some attention to teleplay, screenplay and corporate video techniques. Word processing skills required.

**RTV 3023. Video Production with Lab** A basic course in studio and field production for video and television. Emphasis is placed on techniques for short or long form production, studio and field equipment operation, and production. Lab TBA. Fall, Spring.

**RTV 3033. Video Post Production with Lab** A basic course in post production for video and television. Emphasis is placed on editing and post production techniques for TV and video, interac­tive multimedia, and the World Wide Web. Lab TBA. 25 dollar course fee. Fall, Spring.

**RTV 3103. Electronic News Gathering** Advanced reporting techniques, story development process and tools needed to interview and write, report and edit video news stories. Stories pro­duced will be used to enhance newscast development. Prerequisite, C or better in RTV 3003, RTV 3024, and RTV 3033, or consent of instructor. Fall, Spring.

**RTV 3303. History of Moving Images and Narrative Motion Picture** A study of the oral, writ­ten, live theatre and still photography storytelling contributions to the origins of narrative motion pictures. Fall, Spring, Summer.

**RTV 3333. Radio-Television Advertising and Sales** Study of the structure of the electronic media advertising industry, as well as the basic methods of selling for old and new electronic media. Sales affiliation with ASU TV. Fall, Summer.

**RTV 3343. Advanced Radio Practicum** Special practices in radio station operation, with special assignments relative to operation of KASU. Prerequisite, RTV 2024. Fall, Spring, Summer.

**RTV 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 JOUR 3363. Fall, Spring.

**RTV 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 communicators. Basic computer competency required. Cross listed JOUR 3373. Fall, Spring.

**RTV 3403. Screenwriting for Narrative Motion Pictures** Study and application of writing and scripting techniques for narrative motion picture, including synopsis, sequence outline, treatments and screenplay. Characterization and genre conventions are also considered. Fall, Spring.

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