|  |  |
| --- | --- |
| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

|  |
| --- |
| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

|  |  |
| --- | --- |
| Ronald Sitton, Ph.D. 2/15/2022 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins 2/16/2022  **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 2/23/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 3/7/2022 **Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Carl M. Cates 3/2/2022 **College Dean** | Alan Utter 3/31/2022  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Ronald Sitton, Ph.D. , School of Media and Journalism, [rsitton@astate.edu](mailto:rsitton@astate.edu) 870-972-2979

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Fall 2022, 2022-2023 Graduate Bulletin

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **MDIA** |
| **Number\*** |  | **5063** |
| **Title** |  | **Editing f**or **Publications** and the **Web**  **[Short title: EDITING PUBLICATIONS AND WEB]** |
| **Description\*\*** |  | Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design for print and the Web. |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? NO]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. NO Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

1. NO Is this course restricted to a specific major?
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? YES/NO]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

N/A

1. **Proposed course type [Modification requested? YES/NO]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Lecture and Lab

1. **Proposed grade type [Modification requested? YES/NO]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard Letter

1. YES Is this course dual-listed (undergraduate/graduate)? MDIA 4063
2. NO Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. YES Is this course in support of a new program?

a. If yes, what program?

M.S. in Mass Communication

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

**Course Details**

1. **Proposed outline** **[Modification requested? NO]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

|  |  |  |
| --- | --- | --- |
| **WK** | **Topic** | **Readings/Major Due Dates** |
| 1 [top](#top) Aug. 21-25 | "Why Study Editing?"   * [What a good Editor will do](http://www.writersdigest.com/qp7-migration-all-articles/qp7-migration-career-advice/what_a_good_editor_will_do_for_you) * [Perfect Copy Editor](https://www.poynter.org/news/search-perfect-copy-editor-10-copy-editor-traits-guarantee-you-success) * [Seven Deadly Sins](https://www.poynter.org/news/seven-deadly-copy-editing-sins) * [The Coaching Way](https://www.poynter.org/news/coaching-way) * [How to be a crackerjack editor](https://ronsitton.files.wordpress.com/2017/06/weiss_crackerjack_editor.pdf) * [The five-minute editor](https://ronsitton.files.wordpress.com/2017/06/newstrain08_5minuteeditor.pdf) * [Expectations](https://ronsitton.wordpress.com/boll-weevil/apa-what-do-you-think-journalists-know/)   Copy Editor's Role | ***Key for texts*** AP=AP Stylebook B&B=Bowles & Borden S&W=Strunk & White B&B — Ch. 1 **A1 -** Ex. 3, 6, 7, 8 p. 281 (30 pts) AP — Forward, Stylebook Key [Spelling test](http://web.archive.org/web/20080105055617/www.sentex.net/~mmcadams/spelling.html) |
| 2 [top](#top) Aug. 28 - Sept. 1 | Checking facts - Accuracy, Accuracy, Accuracy! [The Skeptical Editor](https://ronsitton.files.wordpress.com/2017/06/newstrain2k8_skeptical_editor.pdf) | **A4 -** Ex. 2, 9, 12-15, 17 pp. 312-316 (60 pts) B&B, Ch. 4; S&W — Forward, Introduction Start ANC! **DUE:** Blackboard Journal, Contract |
| 3 [top](#top) Sept. 4-8 | Using Grammar, Punctuation Start Grammar & Usage **(GnP)** | B&B — Ch. 2; S&W — Ch. 1 **A2 -** Ex. 6-7, 9, 13, pp. 285-287, 290 (40 pts) Accuracy in News Copy (50 pts) |
| 4 [top](#top) Sept. 11-15 | Consistent Style and Correct Words Start Style Violations | B&B — Ch. 3, Appendix; S&W — Ch. 4-5 **A3 -** Ex. 13-20, pp. 304-311 (100 pts) Grammar & Usage due (70 pts) |
| 5 [top](#top) Sept. 18-22 | Editing copy Start Headline No. 1 | B&B — Ch. 5; S&W — Ch. 2 **A5 -** Ex. 3, 6, p. 317-321 (25 pts) Style violations due (50 pts) |
| 6 [top](#top) Sept. 25-29 | Headline Writing [*Not Punny*](https://www.poynter.org/news/steve-buttry-copy-editors-say-goodbye-obscure-pun-headlines) Start Headline No. 2 | B&B — Ch. 9 **A6 -** Ex. 1-7, 9-13, 15-19 pp. 350-353 (60 pts) Headlines No. 1 due (50 points) |
| 7 [top](#top) Oct. 2-6 | AAPOR standards |  |
| 8 [top](#top) Oct. 9-13 | Editing pictures and info-graphics Using Creative Commons works *We'll explore the qualities of a good visual editor and discuss how to determine when information is best told graphically. Examine newspapers, magazines and old yearbooks for caption ideas -- what makes a good or bad caption?* | B&B — Ch. 10; S&W — Ch. 3 **Headline No. 2 due** (M) **50 points** **A8** - Ex. 8, 14, 18 pp. 363, 369, 371 (15 pts) |
| 9 [top](#top) Oct. 16-20 | Legal Issues AP libel manual "[Media Accountability](http://www.concernedjournalists.org/node/391)" by Geneva Overholser | B&B — Ch. 6 **A7 -** Ex. 2, 5-9, pp. 332-336 (60 pts) |
| 10 [top](#top) Oct. 23-27 | [Balance & Fairness](http://www.copydesk.org/words/keep.htm) Editing and Ethics Editing for Diversity | B&B — Ch. 7 |
| 11 [top](#top) Oct. 30 - Nov. 3 | Typography | B&B — Ch. 8 A9 - Ex. 4-6, 10-16 pp. 346, 348-349 (40 pts) |
| 12 [top](#top) Nov. 6-10 | Design and Layout | B&B — Ch. 11 Design assessment due (R) 100 points |
| 13 [top](#top) Nov. 13-17 | Fliers, brochures and newsletters |  |
| 14 [top](#top) Nov. 27-Dec. 1 | Careers using MMJ Skills Start Course Retrospective | **Design Project due** (M) **200 points** |
| 15 [top](#top) Dec. 4 | Connecting the Dots: Editing + [Theory](https://ronsitton.wordpress.com/2015/12/07/theory-in-practice/) | Course Retrospective due (R) (100 pts) |
| FNL [top](#top) Dec. 8 | Friday, 2-4 p.m. (ck schedules) Exam Destination: ?? | Overview Class Grades via Blackboard |

1. **Proposed special features** **[Modification requested?]**

(e.g. labs, exhibits, site visitations, etc.)

labs

1. **Department staffing and classroom/lab resources**

current staff/resources

1. Will this require additional faculty, supplies, etc.?

No additional staff requirements

1. NO Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Students will learn the skill of editing copy for publications and the web.

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

Providing a graduate-level version of this course will give students more options. It will also allow the School of Media and Journalism to offer a 4+1 track for undergraduates to gain credit if they plan to go into graduate school.

c. Student population served.

Graduate

d. Rationale for the level of the course (lower, upper, or graduate).

This course will mimic an undergraduate version of the course already being offered.

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. NO Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

Student enrolled in MDIA 5063 will apply research to problems and issues in the editing process. In the process, they will strengthen their critical evaluation skills while improving their editing skills. The M.S. in Mass Communication curriculum revision is adding multiple courses on a 4+1 to allow students to gain master’s credits while working on their bachelor’s degree.

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #19)** | **Graduates should be able to apply the principles of research to problems and**  **issues in communications** |
| Assessment Measure | **Comprehensive Exams, Thesis or Project** |
| Assessment  Timetable | **Assessment will take place during the student’s final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project.** |
| Who is responsible for assessing and reporting on the results? | **Instructor, Graduate Coordinator, Members of Comprehensive Exam Committees, Thesis or Project Committees.** |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

|  |  |
| --- | --- |
| **Outcome 1** | This course is intended to prepare students to both learn and apply editing skills; to strengthen critical evaluation skills and organize information into accurate and professional presentations for news media outlets; to reinforce ethical reporting techniques and developing stories with respect to diversity in sources and topics. |
| Which learning activities are responsible for this outcome? | Course exercises, editing content for Delta Digital News Service |
| Assessment Measure | Final Exam, Instructor review of course exercises |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

|  |
| --- |
| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

CURRENT

**Graduate Bulletin 2021-2022, p. 233**

## Journalism

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| MDIA 6043, Theory of Mass Communications | 3 |
| CMAC 6053, Quantitative Research Methods in Communications | 3 |
| CMAC 6203, Introduction to Graduate Study | 3 |
| CMAC 6253, Qualitative Research Methods in Communications | 3 |
| **Sub-total** | **12** |
| **Journalism Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  STCM 5113, Integrated Marketing Communication  STCM 5023, Public Opinion, Propaganda and the Mass Media STCM 5603, Crisis Communication  STCM 6023, Advanced Studies in Communications Law  MDIA 5043, Studies in Newspaper Management  MDIA 5053, Public Affairs Reporting  MDIA 5063, Editing for Publications and the Web  MDIA 5083, Sports, Business and Opinion Writing MDIA 5323, Diversity and Media  MDIA 5373, Internet Communications MDIA 6083, Journalism Seminar MDIA 680V, Independent Study | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives  *May include six hours of thesis or project credit, courses in the college and/or courses outside the college. The topic of the thesis or project is subject to approval by the student’s thesis or project committee. The thesis or project may be a continuation or extension of research begun in a Communications graduate class.* | **6** |
| **Total Required Hours:** | **30** |

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### SCHOOL OF MEDIA AND JOURNALISM

#### Media (MDIA)

**MDIA 5053. Public Affairs Reporting** Instruction and practice in gathering material and writing stories on public affairs; emphasis on courts and government. Requires two hours of laboratory work per week.

**MDIA 5063. Editing for Publications and the Web.** Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design for print and the Web. Dual listed as MDIA 4063.

**MDIA 5083. Sports, Business and Opinion Writing** Techniques of news-writing and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisites, “C” or better in MDIA 2013; or instructor permission.

PROPOSED

**Graduate Bulletin 2021-2022, p. 233**

## Journalism

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| MDIA 6043, Theory of Mass Communications | 3 |
| CMAC 6053, Quantitative Research Methods in Communications | 3 |
| CMAC 6203, Introduction to Graduate Study | 3 |
| CMAC 6253, Qualitative Research Methods in Communications | 3 |
| **Sub-total** | **12** |
| **Journalism Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  STCM 5113, Integrated Marketing Communication  STCM 5023, Public Opinion, Propaganda and the Mass Media STCM 5603, Crisis Communication  STCM 6023, Advanced Studies in Communications Law  MDIA 5043, Studies in Newspaper Management  MDIA 5053, Public Affairs Reporting  MDIA 5063, Editing for Publications and the Web  MDIA 5083, Sports, Business and Opinion Writing MDIA 5323, Diversity and Media  MDIA 5373, Internet Communications MDIA 6083, Journalism Seminar MDIA 680V, Independent Study | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives  *May include six hours of thesis or project credit, courses in the college and/or courses outside the college. The topic of the thesis or project is subject to approval by the student’s thesis or project committee. The thesis or project may be a continuation or extension of research begun in a Communications graduate class.* | **6** |
| **Total Required Hours:** | **30** |

**Graduate Bulletin 2021-2022, p. 379**

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