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

**New Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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

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

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| --- | --- |
| **Ronald Sitton**  **10/12/2018** **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| **Osa Amienyi**  **5/10/2018** **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 2/20/2019 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 2/20/2019 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

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

**Ronald Sitton, Dept. of Media,** [**rsitton@astate.edu**](mailto:rsitton@astate.edu)**, 870.972.2979**

2. Proposed Starting Term and Bulletin Year

**Fall 2019, 2019-2020 bulletin**

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

**MDIA 1013**

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

**Principles of­­ Journalism**

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

**Introduction to journalism and its necessity in a democratic society; news values; news judgment; basic theory; differences between print and broadcast AP style; and new forms of journalism based on the Internet and other digital platforms.**

6. Prerequisites and major restrictions. (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?

**N/A**

* 1. Why or why not?

**N/A**

1. **No** Is this course restricted to a specific major?
   1. If yes, which major? Enter text...

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

**Fall, Spring**

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

**Lecture**

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

**standard letter**

10. **No** Is this course dual listed (undergraduate/graduate)?

11. **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.)*

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

N/A

**11.2** – Are these courses offered for equivalent credit?

Please explain. n/a

12. **No** Is this course in support of a new program?

a. If yes, what program?

Enter text...

13. **No** Does this course replace a course being deleted?

a. If yes, what course? n/a

14. **No** Will this course be equivalent to a deleted course?

a. If yes, which course?

n/a

15. **Yes** Has it been confirmed that this course number is available for use?

*If no: Contact Registrar’s Office for assistance.*

16. **No** Does this course affect another program?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

**Course Details**

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

**Week 1: The Mirror, The Watchdog and the Marketplace**

**Week 2: What is Journalism?**

**Week 3: How is News Made?**

**Week 4: The Elements of Journalism**

**Week 5: Who Pays for Journalism?**

**Week 6: New Voices, New Models**

**Week 7: Digital disruption, elevator pitches**

**Week 8: What do Journalists Owe Us?**

**Week 9: The Foundations of Free Expression**

**Week 10: Copyright**

**Week 11: Open Government**

**Week 12: Race, gender and human rights; Gender and race in the newsroom**

**Week 13: A declaration of journalistic independence**

**Week 14: Group presentation materials due**

**Week 15: Group presentations**

18. Special features (e.g. labs, exhibits, site visitations, etc.)

**Educational Tours: Two off-campus site visits to a print and broadcast legacy media company (e.g., the Jonesboro Sun, Triple FM, KAIT-TV, etc.); and a tour of the Media facilities in the Communications Building (Printing Services, ASU-TV, KASU-FM, Red Wolf Radio, Delta Digital News Service and ESPN3**

19. Department staffing and classroom/lab resources

**Current Faculty**

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

No

20. **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.*

**Course Justification**

21. Justification for course being included in program. Must include:

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

**Many courses in the Multimedia Journalism sequence focus on skills needed to be successful as a journalist in today’s society. In addition, these courses introduce students to the entire world of mass communication. However, unlike other sequences or majors, the Multimedia Journalism sequence lacks a basic course that introduces students to the central role that journalism plays within the overall world. This course is designed both to introduce students to journalism as a practice and to highlight is values and the many forces that promote and hinder a journalist’s ability to act in accordance with them. In essence, this course will emphasize to students *why* journalism matters.**

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

**This course is vital to our curriculum in that the Multimedia Journalism sequence expects to be awarded full accreditation in 2020 from the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). As such, this agency will be looking for evidence that the MMJ sequence ensures that its graduates are aware of various professional competencies that include but are not limited to the following:   
- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances; and   
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications.**

c. Student population served.

**All majors or potential majors in the BS Multimedia Journalism program**

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

**This is a fundamental course needed for understanding journalism.**

**Assessment**

**Relationship with Current Program-Level Assessment Process**

22. 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?

**This course meets the following BS Multimedia Journalism program-level learning outcomes:**

**• Students will summarize the history and role of professionals and institutions in shaping communications.**

**This course will contribute to BS program’s core curriculum for undergraduate students.**

23. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

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| * 1. [ ] Global Awareness | * 1. **[x ] Thinking Critically** | * 1. [ ] Information Literacy |

*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.*

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| **Program-Level Outcome 1 (from question #23)** | **A graduate with a BS in Multimedia Journalism will summarize the history and role of professionals and institutions in shaping communications.** |
| Assessment Measure | **Unit exams and group assignment on selected, appropriate topic.** |
| Assessment  Timetable | **Every semester.** |
| Who is responsible for assessing and reporting on the results? | **Faculty teaching this course; MMJ Department Assessment Committee** |

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

**Course-Level Outcomes**

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

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| **Outcome 1** | **Students will demonstrate a conceptual understanding of journalism and news values .** |
| Which learning activities are responsible for this outcome? | **Readings and discussions.** |
| Assessment Measure | **Exams, quizzes, short papers** |

*(Repeat if needed for additional outcomes)*

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| Outcome 2 | **Students will be able to trace the evolution of journalism as a profession, and its role in a democracy.** |
| Which learning activities are responsible for this outcome? | **Readings and discussions** |
| Assessment Measure | **Exams, quizzes, short papers.** |

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| Outcome 3 | **Students will have a complete understanding of the professional obligations journalists must meet in serving American society.** |
| Which learning activities are responsible for this outcome? | **Readings and discussions** |
| Assessment Measure | **Exams, quizzes, short papers.** |

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| Outcome 4 | **Students will be able to outline press freedoms as upheld by current U.S. First Amendment law.** |
| Which learning activities are responsible for this outcome? | **Readings and discussions** |
| Assessment Measure | **Exams, quizzes, short papers.** |

**Bulletin Changes**

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| **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. Follow the following guidelines for indicating necessary changes.**  **\*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.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

Note: Changes to BS in Multimedia Journalism curriculum are presented in separate proposal.

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**DEPARTMENT OF MEDIA**

**Media (MDIA)**

**MDIA 1013 Principles of Journalism** Introduction to journalism and its necessity in a democratic society; news values; news judgment; basic theory; differences between print and broadcast AP style; and new forms of journalism based on the Internet and other digital platforms. Fall, Spring.

**MDIA 2013. Multimedia Reporting** Techniques of newsgathering, with practical experience in interviewing and reporting for news media. Must be taken concurrently with MDIA 2010. Prereq­uisite, C or better in CMAC 2003 and MDIA 2313 or consent of instructor. Fall, Spring.

**MDIA 2313. Multimedia Production** Introductory course in audio, video, photo and text pro­duction for many distribution platforms. Prerequisite, CMAC 2053, or permission of instructor. Fall, Spring, Summer.

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

**MDIA 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, MDIA 2013. Fall.

**MDIA 3040. Basic Digital Photography Laboratory** Must be taken concurrently MDIA 3043. Fall, Spring, Summer.

**MDIA 3043. Basic Digital Photography** Basic concepts and functional skills associated with basic digital photography and visual storytelling. Lab fee, $10.00. Special course fee, $10.00. Fall, Spring, Summer.

**MDIA 3053. Sports Reporting** Traditional sports reporting for broadcast, print, and web in historical, theoretical, and practical contexts. Prerequisites, CMAC 1001 and CMAC 2003. Fall, Spring.

**MDIA 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, MDIA 2013. Fall.

**MDIA 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, MDIA 2013. Spring.

**MDIA 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.

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

**MDIA 3093. Intermediate Photojournalism** Functional skills and theoretical foundations in professional photojournalism. Approved digital camera and appropriate lenses, flash, and tripod required. Three hours of laboratory work per week. Must be taken concurrently with MDIA 3090. Prerequisites, MCOM 2003 and MDIA 3043 or consent of the instructor. Special course fee of $10. Spring.

**MDIA 3203. 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 MDIA 2013. Word processing skills required. Fall, Spring.

**MDIA 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.

**MDIA 3313. Audio and Video Production** An intermediate course in audio and video technology and production for many distribution platforms. Audio production covers radio, audio recording, audio for video production, and web distribution. Video production covers videography, directing, and multi-camera production. Prerequisite, MDIA 2313. Fall, Spring.

**MDIA 3343. Advanced Audio Production** Special practices in radio station operation, with special assignments relative to operation of KASU. Prerequisite, MDIA 3313. Fall. Spring, Summer.

**MDIA 3353. Field and Post Production** An experiential course in the technical skills and creative principles required for video field production and postproduction, focusing on writing, pro­ducing, planning, shooting, and editing video projects and assignments. Prerequisite, MDIA 3313. Fall, Spring.

**MDIA 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 media research. Fall, Spring.

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