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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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| Dr. Ronald Sitton **12/10/2018** **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Dr. Osa Amienyi **10/5/2018** **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)

**Sandra L. Combs, Dept. of Media, scombs@astate.edu, 870-972-2704**

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 3383**

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).

**News in Social Media**

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

**Study of the social media space, emphasizing its platforms, concepts, and uses as an outlet for news.**

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?

Enter text...

* 1. Why or why not?

**No specific previous coursework is necessary to success in this class.**

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

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 and Lab**

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.

Enter text...

**11.2** – **Yes / No** Are these courses offered for equivalent credit?

Please explain. Enter text...

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?

Enter text...

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

a. If yes, which course?

Enter text...

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: Definitions – News, Social Media, Reporting**

**Week 2: Class registrations on Social Media for news**

**Week 3: Facebook**

**Week 4: YouTube**

**Week 5: Twitter**

**Week 6: Instagram**

**Week 7: LinkedIn**

**Week 8: Reddit**

**Week 9: Snapchat**

**Week 10: WhatsApp**

**Week 11: Tumblr**

**Week 12: Is there a new platform?**

**Week 13: Where’s the best social media news source?**

**Week 14: Wrap Up**

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

**None**

19. Department staffing and classroom/lab resources

There is a Social Media Lab to be used by classes. It is on the third floor of the Communication Building.

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)

**The format of this class will seek to analyze how news is gathered and reported on the various social media sites. According to the Pew Research Center, the first choice for news on social media is Facebook (43 percent of adults surveyed) while the last choice is Tumblr (1 percent). Other social media sites used for news include WhatsApp, Snapchat, Reddit, LinkedIn, Instagram, Twitter and YouTube. According to the Pew Research Center, an increasingly number of people, especially young adults, get their news via social media platforms. “Most Americans continue to get news on social media, even though many have concerns about its accuracy,” according to the Sept. 10, 2018 report titled “News Use Across Social Media Platforms 2018”. Students will formulate answers to questions such as: Why are people turning toward social media for news rather than to mainstream newspapers and network/cable news? Is it mainly convenience? Do they routinely visit more than one site for news?**

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.

**The mission of the Multimedia Journalism program is to prepare working journalists and news practitioners to generate, research, write, and produce newsworthy content across the spectrum of news media. This course provides training in important emerging media platforms.**

c. Student population served.

**BS in Multimedia Journalism students and others interested.**

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

**The course is at the 3000 level since it provides the focused training in a specific area of media like similar 3000-level MDIA courses.**

**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?

Enter text...

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.

*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)** | After completing this course, students should be better able to understand why presenting news on the various social media platforms is a must in today’s society. |
| Assessment Measure | Survey faculty, staff and students about their use of news on the social media platforms. |
| Assessment  Timetable | Each semester you could build on the previous survey group. That way, it won’t be an overwhelming task for the students enrolled in the class. |
| Who is responsible for assessing and reporting on the results? | The class instructor would be the one primarily responsible for assessing and reporting each round of surveys. |

*(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 be able to analyze social media news and to think critically, creatively and independently about the reporting, posting and availability of news on the various social media platforms. |
| Which learning activities are responsible for this outcome? | One activity will be to survey A-State students about the news they use on social media. |
| Assessment Measure | The findings should become a part of data used to encourage a broader survey that can stimulate conversations about how to best present news to the nation and the world. |

*(Repeat if needed for additional outcomes)*

**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.

**Undergraduate Bulletin 2018-2019, p. 510**

**MDIA 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. Fall, Spring.

**MDIA 3383. News in Social Media** Study of the social media space, emphasizing its platforms, concepts, and uses as an outlet for news. Fall, Spring.

**MDIA 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.

**MDIA 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, Summer.

**MDIA 3573. Sports Production** Theory and practical application of sports production for radio and television. Fall, Spring.

**MDIA 3603. 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 MDIA 3353, MDIA 2013,and MDIA 3203, or consent of instructor. Fall, Spring.

**MDIA 3673. Seminar in Digital Media and Design** A study of the development and impact of digital media. Spring.

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

**MDIA 4013. Advanced Photojournalism** Advanced theories and skills associated with digital photojournalism. May require: transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Must be taken concurrently with MDIA 4010. Prerequisite, MDIA 3093. Special course fee, $25.00. Fall.

**MDIA 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.

**MDIA 4050. Advanced Reporting Laboratory** Laboratory for Advanced Reporting. Must be taken concurrently with MDIA 4053. Spring.

**MDIA 4053. Advanced Reporting** Instruction and practice in gathering material and reporting stories on public affairs, emphasis on courts, government and data-driven reporting. Must be taken concurrently with MDIA 4050. Prerequisite, C or better in MDIA 2013 or consent of instructor. Spring.

**MDIA 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 MDIA 2013 or consent of instructor or department chair. Spring, odd.

**MDIA 4123. Media Management and Entrepreneurship** Entrepreneurial techniques and skills including business finance, client interaction, and ethics that can be applied across multiple media-based contexts and platforms. Prerequisite, CMAC 3001. Fall, Spring, Summer.

**MDIA 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, MDIA 3303, MDIA 3403, MDIA 3503. Spring.

**MDIA 4323. Race, Gender and Media** Survey of the interface between Americans of color, women and the mass media in the United States. Fall.

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

**MDIA 4340. News Production and Performance Laboratory** Laboratory section for News Production and Performance. Must be taken concurrently with MDIA 4343. Fall, Spring.

**MDIA 4343. 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. Must be taken concurrently with MDIA 4340. Prerequisites, MDIA 3603 or consent of instructor. $25 special course fee. Fall, Spring.