|  |  |
| --- | --- |
| 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\*** |  | **5033** |
| **Title** |  | **Feature Writing and Freelancing** |
| **Description\*\*** |  | Methods of gathering material for feature stories through interviews, research, and observation; practice in writing the article; techniques of freelancing. |

***\**** (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? 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)? as MDIA 4033
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 / Date** | **Topic** | **Readings/Major Due Dates** |
| 1 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Campus Walk (NOTE: You’re responsible for covering syllabus/policies) [*Going to work in your pajamas is great … except when it’s not …*](http://www.mobylives.com/Rodell_two.html) | **DUE** WordPress About ([First Day Survey](https://ronsitton.wordpress.com/writing-help/30-2/first-day-survey/)), [First Impression Tweet](https://ronsitton.wordpress.com/fetr/tentative-schedule/#fn), Course Contract (F) |
| 2 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Newspaper Feature Stories [Analyzing a feature](http://jerz.setonhill.edu/writing/journalism/feature.html) On Friday, bring in a feature article and discuss its type. Using the feature-type list provided, come up with 25 ideas for possible features.  [100-word stories](https://www.rd.com/article/100-word-stories/) | **READ** Friedlander & Lee –  1 **Pulitzer Prize**: Franklin (1979) Robertson (1983) James (1991)  **Blog1:** Observation |
| 3 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Midterm idea due (F) Feature Ideas The 50-mile radius method  Bring in three story ideas to discuss | **READ** Friedlander & Lee, 2  **Pulitzer Prize**: Camp (1986) Blais (1980) Steinbach (1985) |
| 4 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Research, Planning and Execution  Features Research Tips [The Awful Truth](https://www.chronicle.com/article/the-awful-truth/)  **SP 1 due (F)** | **READ** Friedlander & Lee, 4  **Pulitzer Prize**: Pett (1982) Zucchino (1989) Rinearson (1984) |
| 5 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Art of the Interview  Attribution, Anecdotes Bring in an anecdote from a newspaper or magazine; make copies for everyone  **Blog2: Bias anecdote** | **READ** Friedlander & Lee 5  **Pulitzer Prize**: Hallman (2001) Moehringer (2000) Pollak (1997) |
| 6 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Writing the Feature   * leads * word craft   **SP 2 due (F)** | **READ** Friedlander & Lee, 6  **Pulitzer Prize**: French (1998) Siegel (2002) Henderson (1999) |
| 7 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Peer Critique  Specialized Features | **READ** Friedlander & Lee 7  **Midterm rough draft due  (two copies – F)** |
| 8 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | **Critique 1 due (M)** [**From Tragedy and Bloodshed …**](https://www.chronicle.com/article/from-tragedy-and-bloodshed-michael-ignatieff-draws-human-rights-ideals/) Midterm evaluation meetings | **Midterm due (F)** (200 pts) |
| 9 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Features for Magazines **Blog3:** Food Midterm reviews  [Freelance Feature guide](https://ronsitton.wordpress.com/fetr/final-individual-issue/) | **READ** Friedlander & Lee, 3  **Pulitzer Prize**: Carpenter (1981) Bragg (1996) |
| 10 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Marketing your work: [Writer’s Market](http://www.writersmarket.com/) Ideas by [category](https://ronsitton.wordpress.com/fetr/features-differ/#cat), [distance](https://ronsitton.wordpress.com/fetr/feature-ideas-50-miles/), [reading](https://ronsitton.wordpress.com/fetr/finding-the-magazine-article/#read)  Bring idea to class  *Bring writer’s guidelines, target magazines to class (F) e.g.* [*Oxford American*](https://www.oxfordamerican.org/about/submission-guidelines)*,* [*Hemispheres Magazine*](https://www.hemispheresmag.com/writers-guidelines/)*,* [*Deep South Magazine*](https://deepsouthmag.com/submission-guidelines/)*,* [*Garden & Gun FAQ*](https://gardenandgun.com/frequently-asked-questions/)*,* [*Directions Magazine*](https://www.directionsmag.com/writers-guidelines)*,* [*The Sun Magazine*](https://www.thesunmagazine.org/submit)*,* [*Freelance Writing*](https://www.freelancewriting.com/writers-guidelines/)*,* [*The Writer*](https://www.writermag.com/the-magazine/submission-guidelines/)*,* [*How to submit writing to a magazine*](https://www.writersdigest.com/publishing-insights/writing-submissions-for-magazines-how-to-submit-writing-to-a-magazine)*,* [*$300 articles*](https://www.freedomwithwriting.com/freedom/uncategorized/100-magazines-that-pay-writers/) | **READ** Friedlander & Lee, 8  **Pulitzer Prize**:Curtin (1990) Wilkerson (1994) Suskind (1995)  **SP 3 due** (**F**) |
| 11 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Legal and Ethical Concerns | **READ** Friedlander & Lee, 10 **Pulitzer Prize**: Nazario (2003) |
| 12 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Writing and Rewriting and Rewriting …  Self-Editing and Style  **SP 4 due (F)** | **READ** Friedlander & Lee 9  **Pulitzer Prize**: Lardner (1993) Raines (1992) |
| 13 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | [Travel](http://www.southerner.net/v1n2_99/vista2.html) writing   * “[Bootheel Confidential](https://missourilife.com/bootheel-confidential-guide-missouris-southland/)“ * [Traveler (AAA magazine)](http://services.autoclubmo.aaa.com/traveler/) * [Hemispheres Magazine](https://www.hemispheresmag.com/)   Commentary, Editorials, Columns Reviews vs. Criticism | **DUE** Query (F) **Blog4:** Place a.k.a. take-me-there (SA – Noon) |
| 14 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Investigative Reporting, News Analysis  **Freelance Feature draft due (F)** | **READ**Silverstein, K. “Licensed to Kill.” [Harper’s Magazine](http://proquest.umi.com/pqdweb?RQT=318&pmid=29258&TS=1132068408&clientId=20271&VType=PQD&VName=PQD&VInst=PROD). New York: [May 2000](http://proquest.umi.com/pqdweb?RQT=572&VType=PQD&VName=PQD&VInst=PROD&pmid=29258&pcid=1151708&SrchMode=3). Vol. 300, Iss. 1800; pg. 52, 15 pgs [Available online through Proquest] **Pulitzer Prize**: Twomey (1987) Banaszynski (1988) |
| 15 [top](https://ronsitton.wordpress.com/fetr/tentative-schedule/#top) | Science Features  **Blog5: Process a.k.a. how-to** | **READ** [**Jon Franklin**](http://www.physics.utah.edu/~detar/phys4910/readings/fundamentals/franklin_endsci.htm)  Critique 2 due  **SP 5 due (M)** |

1. **Proposed special features** **[Modification requested? YES/NO]**

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

Enter text...

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 writing feature stories and freelancing.

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 5033 will apply research to problems and issues in the feature writing and freelancing process. In the process, they will strengthen their critical evaluation skills of determining what content to put in stories. They will also learn how to market their work in order to freelance. 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 | Portfolio |
| 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 prepares students to analyze the feature form of news articles through readings in the genre, to efficiently gather news legally and ethically, to use theory to find untold news angles, and to ultimately produce publish news and magazine features.     Student who successfully complete MDIA 5013 will demonstrate the ability to apply basic feature writing skills, including:   1. selecting tone, style and structure for an article. 2. gathering information from diverse sources for features, including conducting interviews and background research. 3. producing and marketing a multimedia feature story. |
| Which learning activities are responsible for this outcome? | Feature articles, Enterprise articles |
| Assessment Measure | Course Portfolio |

*(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 5033, Feature Writing and Freelancing MDIA 5043, Studies in Newspaper Management  MDIA 5053, Public Affairs Reporting  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 5023. Public Opinion Propaganda and the Mass Media** Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda.

**MDIA 5033. Feature Writing and Freelancing.** Methods of gathering material for feature stories through interviews, research, and observation; practice in writing the article; techniques of freelancing. Dual listed as MDIA 4033.

**MDIA 5043. 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 promotion problems.

**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.

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:**  MDIA 5033, Feature Writing and Freelancing  MDIA 5043, Studies in Newspaper Management  MDIA 5053, Public Affairs Reporting  MDIA 5083, Sports, Business and Opinion Writing MDIA 5323, Diversity and Media  MDIA 5373, Internet Communications MDIA 6083, Journalism Seminar MDIA 680V, Independent Study  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 | **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**

### SCHOOL OF MEDIA AND JOURNALISM

#### Media (MDIA)

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**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.