UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

Title of Proposal – Must begin with Department Abbreviation:
COMM: Modifications to the Department of Communication courses to ensure accurate and clear course descriptions.

Check One: ☐ Full Proposal or ☑ Information Item

Effective Date for Curricular Offering: Fall 2009

FROM: Betsy B. Alderman, acting head, Communication Department, 5278, Frist Hall 206, Betsy-Alderman@utc.edu
(proposal originator: include spokesperson's name, department, office number, telephone, e-mail)

Does this require new resources from the originating department or other department? no
Please attach explanation if yes.

Faculty of the originating department approved this proposal on Oct. 22, 2008 (date),
by a vote of ₆ aye votes; ₀ nay votes; ₀ abstentions: ₁ eligible voting members absent

The following have examined this proposal:

Dept Head/Director: Betsy B. Alderman
(signature)

College Curriculum Committee Date: _______ Vote: _______ Signature of Chair: _______

Spokespersons for Affected Departments:

(name, department, date) (signature) approve neutral disapprove*

(name, department, date) (signature) approve neutral disapprove*

(name, department, date) (signature) approve neutral disapprove*

(name, department, date) (signature) approve neutral disapprove*

Dean/Director: H. Burcham
(signature) approve neutral disapprove*

University Registrar: Linda Orth
(printed name) (signature) approve neutral disapprove*

Provost: Phil Oldham
(printed name) (signature) approve neutral disapprove*

*Those who disapprove may attach an explanation

<table>
<thead>
<tr>
<th>ACTIONS on this proposal:</th>
<th>Curriculum Committee</th>
<th>Faculty Senate</th>
</tr>
</thead>
</table>

Date the proposal was considered

Vote of the body:

Accepted as information item (indicate date)

Approved as submitted (indicate date)

Approved with amendments (amendments indicated and transmitted to all signatories above, date):

Signature of Chair:

Revised 2/16/2007
Friday, November 7, 2008

TO: University Curriculum Committee

FROM: Betsy B. Alderman, acting head, on behalf of the Communication Department

RE: Informational items – Modifications to the catalogue to ensure an accurate and clear description of courses.

The professional fields of communication are under tremendous change. With the proliferation of Web-based communication, and the convergence of traditional forms of mass media, academic programs around the country are now incorporating these changes in classes to better reflect the professions they serve.

Our classroom instruction has already adapted to these dramatic changes in the methods mass communicators and the media use to get information out to audiences. No longer are newspapers and television and radio stations simply putting out one informational or news product. Now they must provide audiences with information across media platforms. And we teach our students to do just that.

However, the department’s current curriculum as described in the university catalogue has been in place for 15+ years, with little to no change. With this curriculum proposal, we want to make it clear we are not changing the core of what we do as an academic program: that is, teaching students to communicate. Instead, these modifications to courses reflect the changes in delivery methods of 21st Century digital technology.

The Communication Department faculty voted unanimously to accept all of these changes Oct. 22, 2008. Following are the recommendations for modifications.
Communication Department proposed curriculum changes

Current description
101 Introduction to Mass Communication (3)
Structure and functions of the mass communication media and their adjuncts; creation, distribution, and exhibition of mass media content; legal and ethical considerations. Every semester. Lecture 3 hours.

Proposed description change
101 Introduction to Mass Communication (3)
An introduction to the field of mass communication. Explores the historical development and current structure of the mass media. Examines the process of creating mass communication messages and economic, legal and ethical issues facing media outlets. Every semester. Lecture 3 hours.

Justification:
The description change is to clarify course content and reflect current practices in mass communication professions.

Current description
230 Media Writing I (3)
Introduction to language skills and factual writing style for the mass media. News writing, information gathering and interviewing. Every semester. Laboratory 4 hours. Prerequisites: English 121 with grade of C or better, keyboard proficiency of 30 wpm.

Proposed description change
230 Media Writing I (3)
Introduction to factual writing style for the media and the presentation of information in multiple formats to diverse audiences. News and public relations writing, information gathering, and interviewing. Every semester. Laboratory 4 hours. Prerequisites: English 121 with grade of C or better, keyboard proficiency of 20 wpm.

Justification:
The description change is to clarify course content and reflect current practices in mass communication professions.
**Communication Department proposed curriculum changes**

**Current description**
231 Media Writing II (3)
Researching, structuring, writing, and evaluating news stories, and practice in writing for public relations and advertising. Theoretical perspectives of news and other media information, comparisons among the media. Every semester. *Laboratory 4 hours. Prerequisites: English 122 and Communication 230 with grades of C or better, keyboard proficiency of 36 wpm, or approval of the instructor.*

**Proposed description change**
231 Media Writing II (3)
Researching, structuring, writing and evaluating news stories for print, radio, television and the Web. Comparisons of news, public relations and converging media. Every semester. *Laboratory 4 hours. Prerequisites: English 122 and Communication 230 with grades of C or better, keyboard proficiency of 36 wpm, or approval of the instructor.*

**Justification:**
The current description was written when the course was classified as an intensive writing course in the General Education curriculum. However, this category no longer exists. Also, the description changes clarify course content and reflect current practices in mass communication professions.

**Current description**
271 Introduction to Public Relations (3)
Fundamentals of establishing and maintaining effective relations with organizational publics. Introduction to publicity methods and managing the public relations function. Case study approach. *Every semester. Lecture 3 hours.*

**Proposed description change**
271 Introduction to Public Relations (3)
Fundamentals of establishing and maintaining effective relations with organizational publics. Introduction to promotion methods and management of public relations functions. *Every semester. Lecture 3 hours.*

**Justification:**
The description change is to more accurately describe the current practices of public relations professionals. In addition, while case studies are used in the course, they are no longer the primary instructional method.
Current description
324 Race, Gender and the Media (3)
Examines the roles of ethnic minorities and women as members and consumers of the media. Spring semester. Lecture 3 hours. Prerequisite: junior standing or approval of instructor. May be registered as Women's Studies 324. Credit not allowed in both Communication 324 and Women's Studies 324.

Proposed description change
324 Race, Gender and the Media (3)
Examines U.S. mass media construction of race, ethnicity, gender, and sexuality within an historical context and investigates the role of women and minority groups in U.S. media industries. On demand. Lecture 3 hours. Prerequisite: junior standing or approval of instructor. May be registered as Women's Studies 324. Credit not allowed in both Communication 324 and Women's Studies 324.

Justification:
The description change is to more accurately describe course content and reflect changes in the media.

Current description
333 Persuasive Writing (3)
Preparation of persuasive copy for print and electronic media. Creative and conceptual aspects emphasized. Fall semester. Laboratory 4 hours. Prerequisite: Communication 231.

Proposed description change
333 Persuasive Writing (3)
Preparation of persuasive copy to include advertising and promotional materials. Creative and conceptual aspects emphasized. Every semester. Laboratory 4 hours. Prerequisite: Communication 231.

Justification:
The description change is to more specifically describe course content and reflect changes in the media professions.
Communication Department proposed curriculum changes

Current description
335 Publication Editing and Design (3)
Elements of publication design, with special attention to typography, graphics, and layout. Every semester. Laboratory 4 hours. Prerequisite: Communication 230.

Proposed name, description changes
335 Publication Design (3)
Introduction to publication design, with special attention to design principles and techniques of publication layout. Every semester. Laboratory 4 hours. Prerequisite: Communication 230.

Justification:
The name change is sought because editing content was dropped from the course when Comm. 366, Creative Editing, was added to the curriculum ten years ago. The description change is to more accurately describe the emphasis of the course.

Current description
345 Video I (3)
Writing and producing news, commercials, and public service and promotional announcements. Fall semester. Lecture 2 hours, laboratory 3 hours. Prerequisite: Communication 231.
Proposed description change
345 Video I (3)
Introduction to the basic techniques and theory of visual media production. Emphasis on producing public affairs, educational, and entertainment content for television and multiple formats. Lecture 2 hours, laboratory 3 hours. Prerequisite: COMM 231.

Justification:
The description change is to more specifically describe course content and reflect changes in the media professions.

Current description
445 Video II (3)
Television field production: scripting, shooting and editing. Spring semester. Lecture 2 hours, laboratory 3 hours. Prerequisite: Communication 345.

Proposed description change
445 - Video II (3)
Advanced visual media production theory and techniques. Emphasis on writing effective scripts, project management, and legal and ethical issues. Spring semester. Lecture 2 hours, laboratory 3 hours. Prerequisite: COMM 345.

Justification:
The description change is to more specifically describe course content and reflect changes in the media professions.