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11/19/02
Senate App
12/3/02

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person B. Gail Wilson Phone 7-3210
Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

480 **COURSE** Seminar in Communications Media
Suggested 20 character title

☐ New Course * _____
Course Number and Full Title

☒ Course Revision COMM 480 Seminar in Communications Media
Course Number and Full Title

☐ Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

☐ Course Deletion _____
Course Number and Full Title

☐ Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

☐ Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: ☐ Major ☐ Minor ☐ Track

☐ New Program * _____
Program Name

☐ Program Revision * _____
Program Name

☐ Program Deletion * _____
Program Name

☐ Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

[Signature]
Department Curriculum Committee

[Signature]
Department Chair

[Signature]
College Curriculum Committee

[Signature]
College Dean

+ Director of Liberal Studies (where applicable)

* Provost (where applicable)

Course Revision Proposal

COMM 480 – Seminar in Communications Media

- New Syllabus of Record – attached
- Summary of Proposed Changes

We propose to change the prerequisite for this course to remove the requirement of COMM 302. The course description would also be revised to exclude the last sentence referring to a research paper.

- Justification for the revision

Since this course is a seminar course, offered by different faculty members, we determined that it is more appropriate to allow faculty who are teaching the course to decide the prerequisites, given the focus of the seminar and the subject they are teaching. In addition, not all faculty teaching the course intended to require a research paper, as it did not meet their goals for the course. Other assignments such as book reviews might be substituted.

- Old Syllabus of Record – attached
- Liberal Studies course approval form (not applicable)

Current Catalog Description

Prerequisites: COMM 302, Junior or Senior standing, other prerequisites as appropriate to course content.

A seminar in selected communications issues or problems. The course will include the reading and review of the current literature as appropriate to the major topic presented in the seminar. Students will be involved in the research and oral defense of a major research paper.

Proposed Catalog Description

Prerequisites: Junior or Senior standing, other prerequisites as appropriate to course content.

A seminar in selected communications issues or problems. Includes the reading and review of the current literature as appropriate to the major topic presented in the seminar.

Revised Syllabus of Record

I. Catalog Description

COMM 480 Seminar in Communications Media

3 credits
3 lecture hours
0 lab hours
(3c-0l-3sh)

Prerequisites: Junior or Senior standing, other prerequisites as appropriate to course content.

A seminar in selected communications issues or problems. Includes the reading and review of the current literature as appropriate to the major topic presented in the seminar.

II. Course Objectives (general)

1. Students will do in-depth study of an issue or problem pertinent to the communications industry.
2. Students will read and discuss the relevant literature pertaining to the issues being studied and incorporate this material into their research.
3. Students will lead class discussions after being assigned specific topics for the seminar.
4. Students will analyze issues and problems relevant to the seminar topics.
5. Students will be expected to subscribe to and read a variety of Websites and Listservs.

Course Objectives (for sample topic)

At the conclusion of the course the student will be able to:

- recognize an ethical problem as differentiated from a clear case of wrongdoing
- identify and analyze ethical issues
- understand the role of the media in a free society
- analyze various media outlets and programs and recognize ethical issues
- understand the underlying ethical theories and principles that apply to the media
- apply various decision-making strategies to ethical problems
- apply ethical standards to professional situations
- interpret media codes of ethics
- research, write and participate in discussion on topics related to media ethics
- defend opinions and research in class discussions and presentations

III. Course Outline (sample topic – Media Ethics)

Week #1 (3 class hours)

Week #1 (3 class hours)

Discussion of course requirements, assignment of discussion topics, distribution and discussion of reading list
Why Study Ethics?
What is Ethics?

Week #2 (3 class hours)

Ethics and Moral Development
Ethics and Society
Stereotypes and Communications Media

Week #3 (3 class hours)

The Juvenile Audience: Special Ethical Concerns
Withholding and Disclosing Information
In-Class Discussion of Selected Film

Week #4 (3 class hours)

Confidentiality and the Public Interest
Reporters and Sources Cases

Week #5 (3 class hours)

Truth in Communications Media
Truth-telling Cases

Week #6 (3 class hours)

Mid Term Test
Individual and Group Decision Making

Week #7 (3 class hours)

Ethics in Organizations
Economic Pressures and Social Responsibility
Business Pressures Cases
In-Class Discussion of Selected Film

Week #8 (3 class hours)

The Media and Privacy
Invasion of Privacy Cases

Week #9 (3 class hours)

Conflicts of Interest

Week #10 (3 class hours)

The Media and Antisocial Behavior

Week #11 (3 class hours)

Morally Offensive Content, Freedom and Responsibility
 The Media and Popular Culture: Aesthetic Tastes and Morality
 In-Class discussion of selected Film

Week #12 (3 class hours)

Presentation of book reviews

Week #13 (3 class hours)

Presentation of book reviews

Week #14 (3 class hours)

Presentation of book reviews

Final Exam as scheduled

IV. Evaluation Methods

Students will demonstrate their understanding of the course objectives and discussion topics through the successful completion of the following course requirements:

Additional instructions will be distributed in class for each assignment.

Completion of assigned textbook readings

Cases from the textbook will be assigned prior to class. Students are required to have read the cases and come to class prepared to discuss the ethical issues posed.

Participation in class discussions and activities

Class participation is required for the successful completion of the course. Students will be expected to stay current on the state of the communications industries and discuss current events in class as they relate to the seminar topic.

Position Papers

Students will write four essays that will take the form of position papers. These assignments will involve the students selecting from the cases in the course textbook and explaining to what degree they agree or disagree with the decisions made in these cases.

Successful completion of two examinations

One mid-term and one final exam will be given

Book Review and Class Presentation

Each student will read one book from the reading list provided and make a presentation to the class about the book.

Movie Reviews and Class Discussion

Students will be assigned to view selected films and videos on the list provided. The class will discuss the film and its ethical implications. Students will write a short reaction paper for each film viewed.

Assignments:

Class participation (25 points)
 Mid Term Exam (100 points)
 Final Exam (100 points)
 Four Position Papers (20 points each)
 Book Review and Presentation (100 points)
 Movie Review, Reaction Paper and Class Discussion (50 points each)
 Total Points Possible =250

Grading Scale: Grades are calculated by totaling the points received on all assignments and tests and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

90-100%	= A
80-89%	= B
70-79%	= C
60-69%	= D
below 60%	= F

VI. Required Textbooks

Required Textbook: Media Ethics by Christians, Fackler, Rotzoll and McKee

Required Web Reading:

Journal of Media Ethics <http://jmme.byu.edu/>
Indiana University School of Journalism Ethics Cases
<http://www.journalism.indiana.edu/Ethics/>
Media Ethics Course – University of Tennessee
<http://excellent.com.utk.edu/~mdharmon/ethicsmain.html>

Other Web Resources:

American Society of Newspaper Editors <http://www.asne.org/kiosk/archive/principi.htm>
American Marketing Association <http://www.ama.org/about/ama/fulleth.asp>
National Press Photographers <http://www.asne.org/ideas/codes/nppa.htm>
Radio Television News Directors <http://www.rtnda.org/ethics/coe.shtml>
Society of American Business Editors and Writers
<http://www.sabew.org/sabew.nsf/ethics?OpenView>
Society of Professional Journalists <http://spj.org/ethics/code.htm>
Pittsburgh Post Gazette <http://www.asne.org/ideas/codes/pittsburghpostgazette.htm>

Movie and Video List: (Movies will be rented by students from local video stores for out of class viewing. Some titles are available at the library. The class will choose two movies or videos to be viewed by the entire class.)

Absence of Malice (1981)
 Ad and the Ego, The (1997)
 Bamboozled (2000)
 Black Press: soldiers without swords (1998)
 Broadcast News (1987)
 Cold Fish (2000)
 Dying to Tell the Story (1998)
 Empire of the Air: the men who made radio (1992)
 Free Speech for Sale (1999)
 Guilty by Suspicion (1991)
 Insider, The (1999)
 Killing Fields, The (1984)
 Manufacturing Content: Noam Chomsky and the Media (1992)
 Merchants of Cool, The (2001)
 Myth of the Liberal Media, The (1998)
 Natural Born Killers (1994)
 Network (1976)
 Paper, The (1994)
 People vs. Larry Flynt, The (1996)
 Player, The (1992)
 Quiz Show (1994)
 Reckless Disregard (1985)
 Wag the Dog (1997)

VII. Special Resource Requirements

Students will be required to rent no more than three movies or videos over the course of the semester. In addition to the textbook, students will be required to obtain one additional book from the reading list to complete the book review assignment.

VIII. Bibliography (suitable for the sample topic. May also be used as a reading list for the book review assignment.)

Cohn, Marjorie and David Dow (1998) Cameras in the Courtroom: Television and the Pursuit of Justice. McFarland and Company.

Day, Louis (2001) Ethics in Media Communications: Cases and Controversies. Wadsworth, Inc. Belmont, CA

Day, Nancy (1999) Advertising: Information or Manipulation? (Issues in Focus) Enslow Publishers, Inc.

- Day, Nancy (1996) Sensational TV: Trash or Journalism. Enslow Publishers, Inc.
- De Beauvoir, Simone (2000). The Ethics of Ambiguity, Citadel Press.
- Fann, Joey and George Lindsey (2001) The Way Back to Mayberry: Lessons from Simpler Times. Broadman and Holman Publishers.
- Goldberg, Bernard (2001) Bias: A CBS Insider Exposes How the Media Distort the News. Regency Publishers
- Goldstein, Tom (1985) The News at Any Cost: How Journalists Compromise Their Ethics to Shape the News. Simon and Schuster.
- Gross, Larry (1991) Image Ethics: the Moral Rights of Subjects in Photography, Film, and Television. Oxford University Press.
- Jaska, James and Michael Pritchard (1994) Communication Ethics: Methods of Analysis. Wadsworth, Inc. Belmont, CA.
- Kearns, Burt (1999) Tabloid Baby. Celebrity Books.
- Kebbel, Matthew R. (2000) If it Bleeds, It Leads: An Anatomy of Television News. Westview Press.
- Kick, Russ (2000) You Are Being Lied To: The Disinformation Guide To Media Distortion, Historical Whitewashes and Cultural Myths. The Disinformation Company Ed. Volume 1.
- Kovach, Bill and Tom Kosenstiel (2001) The Elements of Journalism: What News People Should Know and the Public Should Expect. Crown Publishers.
- McGowan, William (2001) Coloring the News: How Crusading for Diversity Has Corrupted American Journalism. Encounter Books.
- Miracle, Gordon E. and Terence Nevett (1987) Advertising Self-Regulation: A Global Perspective (Communication Arts Books). Lexington Books.
- Morgen, Sharon Drew (1999) Selling with Integrity: Reinventing Sales through Collaboration, Respect, and Serving. Berkley Publishing Group.
- Murray, David and Joel Schwartz and Robert S. Lichter (2001) It Ain't Necessarily So: How Media Make and Unmake the Scientific Picture of Reality. Rowman and Littlefield.

- Parker, Richard (1995) Mixed Signals: The Prospects for Global Television News. Twentieth Century Fund.
- Pritchard, David (2000) Holding the Media Accountable: Citizens, Ethics, and the Law. Indiana University Press.
- Rowse, Arthur (2000) Drive-By Journalism: The Assault on Your Need to Know. Common Courage Press.
- Slater, Robert and Jeffery A. Krames (2001) Get Better or Get Beaten. McGraw – Hill Professional Publishing.
- Solomon, Norman (1999) The Habits of Highly Deceptive Media: Decoding Spin and Lies in Mainstream News. Common Courage Press.
- Stevenson, Robert Joseph (1998) The Boiler Room and Other Telephone Sales Scams. University of Illinois Press.
- Valenti, Miguel (2000) More than a Movie: Ethical Decision Making in the Entertainment Industry. Westview Press.
- Wimmer, Roger and Joseph Dominick (1994) Mass Media Research. Wadsworth, Inc. Belmont, CA.

Current Syllabus of Record

I. Catalog Description

CM 480 Seminar in Communications Media

3 credits
3 lecture hours
0 lab hours
(3c-0l-3sh)

Prerequisites: CM 302, Junior or Senior standing, other prerequisites as appropriate to course content.

A seminar in selected communications issues or problems. The course will include the reading and review of the current literature as appropriate to the major topic presented in the seminar. Students will be involved in the research and oral defense of a major research paper.

II. Course Objectives

1. Students will do in-depth study of an issue or problem pertinent to the communications industry.
2. Students will utilize research and writing skills to prepare, present and defend a research paper.
3. Students will read and discuss the relevant literature pertaining to the issues being studied and incorporate this material into their research.
4. Students will lead class discussions after being assigned specific topics for the seminar.
5. Students will be expected to subscribe to and read a variety of Listservs via email.

III. Course Outline (sample topic - The Impact of New Technology on the Communications Industry and Consumers)

Students will research and be prepared to answer the following questions related to the seminar topic

Week #1 (3 class hours)

- Discussion of course requirements, assignment of discussion topics, distribution and discussion of reading list

- Explain the development of new technologies over the past ten years

Week #2 (3 class hours)

- What is High Definition Television and how does it work? How will HDTV impact local television stations? Discuss the economic impact, changes in programming, advertisers and audience.

Week #3 (3 class hours)

- How will Digital Broadcasting impact local radio and television stations?

- How will telephone companies and fiber optic networks change delivery systems for radio and television programming?
Week #4 (3 class hours)
- Where do cable and other current technologies fit in to the digital system?
- What is and has been the role of the federal government and the FCC in research and development of new technologies
Week #5 (3 class hours)
- Why have commercial outlets resisted advances in new technology?
- What will this new technology cost the communications industry and how will they pay for it?
Week #6 (3 class hours)
- Why is the U.S. falling behind international development in the move to HDTV?
- If we build it will they come? Consumers and new technology
Week #7 (3 class hours)
- What will be the impact of this new technology on society? Will we become a nation of “haves” and “have nots”?
- What is the future of traditional radio and television broadcasting in this era of technological development? How will new media create competition for audience and advertisers?
Week #8 (3 class hours)
- How will computers be integrated into current television technology?
Week #9 (3 class hours)
- What are the ethical implications of the advances in communication technology? How has the delivery system changed the way the American public receives news and information?
Week #10 (3 class hours)
- Shall we rewrite the Constitution? Should the First Amendment be changed because of new technologies? How should new technologies be regulated?
Week #11 (3 class hours)
- The global implications of new technologies. How has technology affected other cultures? Is the United States guilty of media imperialism?
Week #12 (3 class hours)
- Presentation of research papers
Week #13 (3 class hours)
- Presentation of research papers
Week #14 (3 class hours)
- Presentation of research papers

Final exam block will be used for additional presentation of research papers.

IV. Evaluation Methods

Students will demonstrate their understanding of the course objectives and discussion topics through the successful completion of the following course requirements:

Completion of assigned readings on the distributed reading list
 Participation in class discussions and activities
 Three in-class essays
 Two assigned case studies
 Research paper on topic as approved by instructor

Assignments:

Class participation (25 points)
 Two case studies (25 points each)
 Three essays (25 points each)
 Research Paper (50 points)
 Presentation and Defense of Research Paper (50 points)
 Total Points Possible =250

Grading Scale: Grades are calculated by totaling the points received on all assignments and tests and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

90-100%	= A
80-89%	= B
70-79%	= C
60-69%	= D
below 60%	= F

VI. Required Textbooks

Students must purchase a one semester subscription to Broadcasting and Cable magazine.

VII. Special Resource Requirements

No special resources will be required for this course.

VIII. Bibliography (suitable for the sample topic)

American Electronics Association (1988) High Definition Television: Economic Analysis of Impact. American Electronics Association: Santa Clara, CA.

- Biocca, F and M. Levy, Eds. (1995) Communication in the Age of Virtual Reality.
Earlbaum Associates, Hillsdale, NJ.
- Dizard, W. (1994) Old Media, New media. Longman, New York.
- Gross, Lynne Schafer (1993) The New Television Technologies. W.C. Brown Publishers.
- Mirabito, Michael (1994) The New Communications Technologies. Focal Press, Boston.
- Straubhaar, Joseph and Robert LaRose (1996) Communications Media in the Information Society. Wadsworth, Inc., Belmont, CA.
- Stevenson, Robert L. (1994) Global Communication in the Twenty-first Century.
Longman, White Plains, NY.
- Williams Frederick (1997). Technology and Communication Behavior. Wadsworth, Inc.
Belmont, CA.
- Williams, Frederick (1995). The New Communications. Wadsworth, Inc. Belmont, CA.
- Wimmer, Roger and Joseph Dominick (1994) Mass Media Research. Wadsworth, Inc.
Belmont, CA.