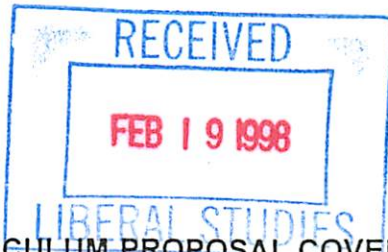


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UWUCC USE Only

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Submission Date: _____

Action-Date: _____

97-52mm

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Dr. B. Gail Wilson Phone 3210

Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

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

☒ New Course* CM 480 Seminar in Communications Media
Course Number and Full Title

☐ Course Revision _____
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)

B. Gail Wilson 12/15/97
Department Curriculum Committee

[Signature] 12/15/97
Department Chair

[Signature] 2/18/98
College Curriculum Committee

[Signature] 2/18/98
College Dean

+Director of Liberal Studies (where applicable)

[Signature] 2/18/98
*Provost (where applicable)

Course Syllabus

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.

- 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.

Course Analysis Questionnaire

Section A: Details of the Course

- A1. This course will be offered as elective for upper level Communications Media majors. This course could also be taken by non-majors who have completed the stated prerequisites.
- A2. This course does not require changes in other courses in the Communications Media program.
- A3. This course has not been offered on a trial basis at IUP.
- A4. This course is not intended to be dual level
- A5. This course may not be taken for variable credit.
- A6. Other universities offer this or similar courses:
Kutztown University - Com 380 - Seminar in Communication Studies
Bloomsburg University - CS 390 - Seminar in Communication Issues
Ithaca College - Senior Seminar in Mass Media
Seminar in Media
Seminar in Organizational Communication
- A7. The content of this course is not recommended or required by any professional society or accrediting agency.

Section B: Interdisciplinary Implications

- B1. This course will be taught by one instructor from the Department of Communications Media
- B2. This course will focus on topics specific to the communications industry and will not be likely to duplicate the content of courses offered by other departments. However, the potential topics for this seminar are numerous. Letters of support from other departments are included with the program revision materials.
- B3. Seats will be made available for students in the School of Continuing Education as needed.

Section C: Implementation

- C1. Faculty resources are adequate and this course offering is included in the rotation of courses included in the program revisions for the B.S. in Communications Media.

C2. No other resources are needed to teach this course.

C3. No resources for this course are funded by a grant.

C4. This course is expected to be offered once every other year without seasonal restrictions.

C5. One section of the course will be offered each time.

C6. It is anticipated that 20 students will be enrolled in this course. The enrollment would be limited because of the discussion and research orientation of the course.

C7. No professional society recommends enrollments on this type of course.

Section D: Miscellaneous

Not applicable.