

LSC Use Only

Number: _____
Action: _____
Date: _____

UWUCC Use Only

Number: 92-40
Action: App
Date: 3/9/93
Senate App 4/6/93

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: Communications Media in American Society

Suggested 20 Character Course Title: CM in Amer Society

Department: COMMUNICATIONS MEDIA

Contact Person: Dr. Dennis Ausel

II. If a course, is it being Proposed for:

_____ Course Revision/Approval Only
_____ Course Revision/Approval and Liberal Studies Approval
_____ Liberal Studies Approval Only (course previously has been
approved by the University Senate)

III. Approvals

B. Anttison
Department Curriculum Committee

Kurt C. Deroth
Department Chairperson

John B. [Signature]
College Curriculum Committee

[Signature]
College Dean *

Director of Liberal Studies
(where applicable)

Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted
to LSC: _____

Semester to be
implemented: _____

Date to be
published
in Catalog: _____

to UWUCC: _____

Request for Course Name Change

I Description of Curriculum Change

1. **Catalog Description etc.** It is proposed that the Department of Communications Media introductory courses title **CM 101 Survey of Communications Media** be changed to **CM 101 Communications Media in American Society**. The catalog description, number of credits and prerequisite will remain identical.

Catalog Description: Introduction to the evolution, status, and future of communications media. Students explore interpersonal communications, through self-assessment, values clarification, and feedback; interpersonal communications through interviews, observations, case studies, and gaming; and mass communications through the examination of the processes and the technologies utilized to disseminate and manage information. Career paths, field applications, professional associations and the primary literature are investigated.

2. **Title Change:** CM 101 Survey of Communications Media

to

CM 101 Communications Media in American Society

3. **Justification** It is felt that the current title for CM 101 Survey of Communications Media does not aptly describe the course. The proposed name CM 101 Communications Media in American Society is more descriptive of the course particularly for the Liberal Studies students. The name change also distinguishes the course from the new course the department is developing titled International Communications.

II Letters of Support

It appears that letters of support are unnecessary since this is just a name change.

CM 101 Communications Media in American Society

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Communications Media 101
Communications Media in American Society
Course Syllabus

Professor Dr. Dennis Ausel
Office 121 Stouffer Hall
Telephone 357-3099
Office Hours (Will be provided each semester and posted on office door)
Required Text **An Introduction to Mass Communications** John Bittner, 5th edition, 1991.

TAKING SIDES: Clashing Views on Controversial Issues in Mass Media and Society Alison Alexander & Jaruce Hanson, 2nd edition, 1993.

Three Blind Mice: How the TV Networks Lost Their Way K. Aulette, Randomhouse, February, 1991.

Study Guides & Classroom Exercises Available at Kinko's Copies on Oakland Ave.

Catalog Description Introduction to the evolution, status, and future of communications media. Students explore interpersonal communications, through self-assessment, values clarification, and feedback; interpersonal communications through interviews, observations, case studies, and gaming; and mass communications through the examination of the processes and the technologies utilized to disseminate and manage information. Career paths field applications, professional associations and the primary literature are investigated.

Purpose of the Course The media are pervasive. In our society, as in many societies around the globe, it is almost impossible not to be touched by some type of mass communications every day. Even in the remote villages of India where the average annual income is less than a weeks salary for many of the citizens of the United States and people live in straw huts with clay floors, televisions are prevalent.

What impact does and can media communications have on our decisions and values? How do television programs in remote India effect everyday life and values? In order for us to answer such questions and in turn be informed consumers, it is important that we have knowledge about the traditions, technology, economics and ethical issues of electronic media. Therefore the main purpose of this course is to help you understand and think critical about the traditions, technology, economics and ethical issues of the media.

Overall Objectives: At the end of this course, students should be able to:

1. describe the major components of the communications process and explain how each component is related to the other component
2. trace the historical development communications media.
3. describe the different technologies employed to deliver communications media.
4. explain the economics of communications media.
5. summarize the impact and effects communications media has on our society.
6. consume media with critical eyes and ears.

Methods Classes will be structured in such a way to allow the students maximum opportunity to experience each media form. Lectures, demonstrations, debates, and group activities utilizing as much of the media as possible will provide a format for these experiences. Students are encouraged to be critical of the media.

An important part of this course will be to examine pro and con arguments in communications media. On selected Fridays designated groups will debate one of the issues presented in the text **TAKING SIDES: Clashing Views on Controversial Issues in Mass Media and Society.**

Early in the course you will be assigned to a team which will then be assigned one of the sides of an issue presented in the book. You of course will need to do further library research in order to gather further evidence to back your argument. In addition, you and your team will be expected to meet several times to plan a strategy for presenting your side of the argument. Your library research will need to be documented.

Your participation in this assignment will be graded by using a combination of the groups performance in the debate and a rating provided by each group member on your participation and involvement in the group.

Readings You are expected to read the text assignments **BEFORE** the class session so that you may contribute to discussions and ask questions. Classroom discussion quizzes, and test will cover this material and classroom presentations.

You will also be required to read the book **Three Blind Mice**. You will probably enjoy this selection. We will discuss this book in class and you will be asked to answer several essays on the book for one of the exams.

Attendance Class attendance will be to your benefit. During class time we will not only discuss the required readings but we will often cover addition material which may be included on a test.

Tests and Exercises There will be four tests which will consist of multiple choice questions and several essay questions. The questions on these test will be taken from the readings and classroom presentations. You will be made aware in advance what will be on each test.

Make-up test are given only under extreme circumstances. If sick, you must produce a doctors excuse. If other reason, you must talk to me at least 72 hours in advance of the test.

Final Exam Date. Final Exam Date will be given at the beginning of the semester. Please make plans to take the exam on that date. I will give an earlier exam only if there is an emergency or a conflict with another exam.

During the semester you will be asked to participate in a variety of classroom exercises. Your participation in these exercises will be counted as part of your final grade. If you miss a class where we do an exercise, there is no way to make up the exercise, however, you will be able to miss two of the exercises and not lose any points.

Evaluation The following is a rough breakdown of how each assignment or test will be weighed.

Four Textbook Exams	70%
Exercises	20%
Debate	<u>10%</u>
	100%

****** I reserve the right to change the weighting of each grading assignment.

Communications Media 101
Survey of Communications Media
Dr. Dennis Ausel
Fall 1992

Schedule of Topics and Assignments

DATE	READING	ASSIGNMENTS
Sept. 2	INTRODUCTION TO THE COURSE	
4	DEFINITION OF COMMUNICATIONS	Chapter 1
7	MODELS OF COMMUNICATIONS	
PART ONE The Print Media		
Sept. 9	NEWSPAPERS	Chapter 2
11	NEWSPAPERS	
14	MAGAZINES	Chapter 3
16	MAGAZINES	
18	BOOK PUBLISHING	Chapter 4
21	TEST Chapters 1 - 4	
PART TWO The Electronic Media		
Sept. 23	RADIO	Chapter 5
25	RADIO	
28	RECORDING INDUSTRY	Chapter 9
30	RECORDING INDUSTRY	
Oct. 2	PHOTOGRAPHY/PHOTOJOURNALISM	Chapter 7
5	PHOTOGRAPHY/PHOTOJOURNALISM	
7	MOTION PICTURE :	Chapter 8

Oct	9	MOTION PICTURE	
	12	MOTION PICTURE	
	14	TELEVISION	Chapter 6
	16	TELEVISION	
	19	TELEVISION	
	21	TEST Chapter 5 - 9	
		PART THREE Effects of Mass Communications	
	23	ADVERTISING AND PERSUASION	Chapter 10
	26	ADVERTISING AND PERSUASION	
	28	PUBLIC RELATIONS	Chapter 11
	30	PUBLIC RELATIONS	
Nov.	2	MASS MEDIA NEWS	Chapter 12
	4	MASS MEDIA NEWS	
	6	MASS COMMUNICATIONS AND: NEW TECHNOLOGIES	Chapter 13
	9	MASS COMMUNICATIONS AND NEW TECHNOLOGIES	
	11	COMPUTERS AND DATA PROCESSING	Chapter 14
	13	COMPUTERS AND DATA PROCESSING	
		PART FOUR Control of Mass Media	
	16	Test Chapters 10 - 14	
	18	WIRE SERVICE, SYNDICATES AND NETWORKS	Chapter 15
	20	WIRE SERVICE, SYNDICATES AND NETWORKS	
	23	CONTROL OF MASS MEDIA	Chapter 16

THANKSGIVING RECESS

Nov. 30	LEGAL ISSUES	Chapter 17
Dec. 2	AUDIENCE ANALYSIS	Chapter 18
4	AUDIENCE ANALYSIS	
7	MEDIA ETHICS AND SOCIAL ISSUES	Chapter 20
9	MEDIA RESEARCH	
11	TO BE ANNOUNCED	
14	SUMMARY OF COURSE	
Final	Chapter 15, 16, 18, 19, 20	