Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Liberal Arts
   Department: School of Communication & Journalism

2. Course Prefix and Number: MDIA 3303
3. Effective Term: Sum. 2014

4. Course Title: Foundations of Mass Communication
   Abbreviated Title (30 characters or less):

5. Requested Action:
   - [ ] Rerun number a Course
   - [X] Add a Course
   - [ ] Revise a Course

6. Course Credit:

<table>
<thead>
<tr>
<th>Contact/Group</th>
<th>Scheduled Type</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours</td>
<td>(e.g.: Lab, Lecture, Practicum, Directed Study)</td>
<td></td>
<td>3</td>
<td>25</td>
</tr>
<tr>
<td>Maximum Hours (Repeatability):</td>
<td>Distance Learning On-Line</td>
<td>Term</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

   Total Credit Hours: 3

7. Grading Type:
   - [ ] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. Prerequisites/Corequisites:
   Use "P." to indicate a prerequisite, "C." to indicate a corequisite, and "PC." to indicate a prerequisite with concurrency.
   P: CMJN 2100

9. Restrictions:
   List specific restriction in space above.
   - [ ] College
   - [ ] Major
   - [X] Standing
   - [ ] Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Historical and theoretical bases of mass communication in the U. S., emphasizing social, cultural, regulatory and economic aspects.

11. May Count Either: MDIA 3303 or MDIA 3300 (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Program Title</th>
<th>Requirement or Elective?</th>
</tr>
</thead>
<tbody>
<tr>
<td>(e.g.: minor, major, etc.)</td>
<td>(e.g.: MS in Chemistry, Performance Option, Minor in Art)</td>
<td>(required or optional?)</td>
</tr>
<tr>
<td>Major</td>
<td>BA Media Studies</td>
<td>Required</td>
</tr>
</tbody>
</table>

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
   - [ ] Applicable
   - [ ] Not Applicable
14. Justification: MDIA 3300: Foundations of Mass Communication is currently required of all Radio, Television and Film majors. The purpose of creating the MDIA 3303 designation is to allow students the opportunity to take the course through distance learning if they choose. Distance learning will allow motivated students to advance through their course of study at a brisker pace. The distance learning option will provide more flexibility in scheduling classes—both for the student and our school. It will also contribute to the School’s desire to be in line with the University’s strategic plan.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources: Online resources will be available through the current course management system.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization — i.e.: Dean — where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”)

16. Student Learning Outcomes: This class introduces the historical and theoretical foundations of mass communication, as well as the inner workings of the media industries. By the end of the semester, students will have a beginning familiarity with mass media research, the history of film, radio and television, the contemporary structures of these industries, and government regulation of the mass media.

* Understand mass communication as it relates to history, professions, and expectations of society.

* Understand the value of freedom of speech and the press.

* Understand the impact media and messages have in society.

* Understand the economic foundations of mass media.

* Think critically as users and developers of mass media.

* Respect the diversity of opinion, background and experiences of different groups in a global society.

* Demonstrate understanding and skills through exams, writing assignments, discussion posts and reflection posts.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline: This distance learning course is structured to follow a standard semester schedule. Lectures will be delivered by podcasts available on Canvas. All assignments will be submitted and evaluated through Canvas.

MDIA 3303: Foundations of Mass Communication
Sample Course Schedule
MWF: 43 Class Days

Week 1: Module 1
Communication: Mass and Other Forms
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)

Week 2: Module 2
Perspectives on Mass Communication
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)
Week 3: Module 3
Historical and Cultural Context
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)

Week 4: Module 4
The Internet and Social Media
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)

** Exam One Friday of Week 5

Week 5: Modules 5 & 6
Newspapers & Magazines
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)

Week 6: Module 7
Books
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)

Week 7: Module 8
Radio
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)

Week 8: Module 9
Sound Recording
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)
** Book Review Due Friday of Week 8

Week 9: Module 10
Motion Pictures
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)

Week 10: Modules 11 & 12
Broadcast Television & Cable/Satellite/Internet Television
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)
** Exam Two Friday of Week 10

Week 11: Module 13
News gathering and Reporting
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)

Week 12: Modules 14 & 15
Public Relations & Advertising
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)
** Media Issues Paper Due Friday of Week 12

Week 13: Module 16
Laws/Rules/Regulations
Daily Podcasts (MWF)
Daily Readings from Text and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)

Week 14: Modules 17 & 18
Ethics & Social Effects of Mass Communication
Daily Podcasts (MWF)
Daily Readings from Text, Posts, and Links (MWF)
Chapter Definitions (Due Friday)
Group Discussion Posts (MWF)
Reflection Question of the Day (MWF)
** Final Exam Scheduled as Directed by University Policy

The instructor will keep regular on-campus office hours during the term so that students may have face-to-face conversation if desired. The instructor will also be available for telephone consultations during office hours or by appointment.

Students may submit questions/concerns through email.

Canvas offers a chat room feature that may be utilized by appointment.

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

Required Text:

Course Requirements:

Students are expected to complete daily readings from the text and to view other support material provided on Canvas for each module. Students should also listen to daily lecture podcasts. In this case, “daily” means Monday, Wednesday and Friday. Information for the module will be posted prior to the weekly schedule so that students may work ahead of due dates.
Chapter Definitions (200 Points): For each module, students should study the text and support materials in order to define key terms for that module. The terms will be posted on Canvas. A total of 100 terms will be provided throughout the semester (the number will vary for each module). Two points per term. No partial credit will be given for insufficient response. Due 11:59 p.m. CST each Friday. Work may be turned in early.

Group Discussion Questions (200 Points): Each Monday/Wednesday/Friday morning, a group discussion question of the day will be posted on Canvas. Students should respond to the question in the group forum no later than 11:59 p.m. CST on that day. The posts are public within the class. Length of answer should be appropriate to the question (as directed with each question). No partial credit will be given for insufficient response. There will be a total of 40 questions @ 5 points each.

Reflection Question (400 Points): Each Monday/Wednesday/Friday morning, an individual reflection question of the day will be posted on Canvas. Students should respond to the question in a private response to the instructor no later than 11:59 CST on that day. The response is private and will be seen by the instructor only. Length of answer should be appropriate to the question (as directed with each question). No partial credit will be given for insufficient response. There will be a total of 40 questions @ 10 points each.

Book Review (300 Points): A list of 10 pre-approved books will be posted on Canvas. Students may suggest a book be added to the list by explaining (in writing to the instructor) the value of the book relative to the course and why it should be added. The review should be a minimum of 6 typed pages (cover page plus 5 pages of text; double-space, 12 point type) emailed as an attachment to the instructor. The review should include: theme(s) of the book, major points, what you learned by reading the book, strengths and weaknesses of the book. The review is due no later than 11:59 p.m. CST the Friday of week 8.

Media Issues Paper (300 Points): Students will write a 3 to 4 page paper (cover page plus 3 to 4 pages of text; double-space, 12 point type) addressing an issue within mass communication. A list of approved issues will be posted on Canvas. Students may suggest an issue be added to the list by explaining (in writing to the instructor) the significance of the issue relative to the course and why it should be added. The first half of the paper should outline the major points from both sides of the debate. The second half of the paper should contain argument for the writer's position on the issue. The paper is due no later than 11:59 p.m. CST the Friday of week 12.

Exams (3 Exams @ 200 Points Each): Each exam will be a 50 question, multiple choice test administered through Canvas. The exam will be timed (50 minutes). Students may use textbook and notes. Students should be well-prepared going in to the test. The time limit will not allow students to look up answers from scratch.

(List all quizzes, projects, reports, activities and other components of the course grade — including a brief description of each assignment that clarifies its contribution to the course’s learning objectives)

19. Rubric and Grading Scale:

<table>
<thead>
<tr>
<th>2000-Total Points (10% Standard Grading Scale):</th>
</tr>
</thead>
<tbody>
<tr>
<td>1800-2000= A</td>
</tr>
<tr>
<td>1600-1799= B</td>
</tr>
<tr>
<td>1400-1599= C</td>
</tr>
<tr>
<td>1200-1399= D</td>
</tr>
<tr>
<td>Below 1200= F</td>
</tr>
</tbody>
</table>

(List all components of the course grade — including attendance and/or participation if relevant — with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)
20. Justification for Graduate Credit: n/a

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g.: hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by email. We have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2098 (V/TT).