Code # COM29

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Chris Harper, [charper@astate.edu](mailto:charper@astate.edu), 972-2711

**2.Proposed Change**

Change prefix of 4073 Communications Law and Ethics to eliminate cross listing of course required of all students in the college.

**~~JOUR~~ 4073 to MCOM 4073. Communications Law and Ethics**

**~~RTV~~ 4073 to MCOM 4073. Communications Law and Ethics**

**3.Effective Date**

Fall 2013

**4.Justification**

The MCOM designation eliminates cross listing of a course that is required of students across programs in the college.

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**JOUR 3093. Photojournalism** Practical experience with digital photography and layout for print media, use of image editing software, color theory, scanning input and output devices. Students required to submit projects for student publications and cover news events. Requires three hours of laboratory work per week. Prerequisites, JOUR 2003 and JOUR 3043 or consent of instructor. Special course fee, $10.00. Spring.

**JOUR 3363. Communications Research** Study and use of research tools and theories available for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied research as applied to the media. Cross listed as RTV 3363. Fall, Spring.

**JOUR 3373. Introduction to Internet Communications** Introductory course in the use of the internet as a communication delivery system. The course addresses Internet history, its develop­ment and future applications for communications. Basic computer competency required. Cross Listed RTV 3373. Fall, Spring.

**JOUR 3673. Desktop Publishing and Publication Design** Electronic publishing and publication design using desktop publishing software programs. Fall, Spring, Summer. Course Fee $25.00

**JOUR 3943. Strategic Writing** Writing forms and styles across multimedia platforms. Funda­mentals and practice in preparation of strategic messages for various channels of communications, including controlled and uncontrolled media. Students will develop skills in information gathering, writing styles, editing, critical thinking and audience analysis. Prerequisites: JOUR 2003 and either PR 3003 or JOUR 3023. Fall, Spring.

**JOUR 4003. Media Planning and Account Management** This is an advanced advertising course in strategic media placement and the management of client/agency relationships. Spring.

**JOUR 4010. Advanced Photojournalism Laboratory** Laboratory for Advanced Photojournalism. Must be taken concurrently with JOUR 4013. Fall.

**JOUR 4013. Advanced Photojournalism** Digital photojournalism with emphasis on ethics and role of photojournalist in society. Students are expected to prepare a portfolio of work upon completion of the course. Six hours of laboratory work per week. Prerequisite, JOUR 3093. Special course fee, $25.00. Fall.

**JOUR 4033. Advertising Case Studies and Campaigns** Study of recent advertising cases and campaigns involving business, industry, institutions and government. Students create a compre­hensive advertising campaign for a given client. Prerequisite, JOUR 3033, JOUR 3143 and JOUR 3363. Spring.

**JOUR 4043. Studies in Newspaper Management** Study of business and editorial management of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotional problems. Fall, even.

**JOUR 4050. Public Affairs Reporting Laboratory** Laboratory for Public Affairs Reporting. Must be taken concurrently with JOUR 4053. Spring.

**JOUR 4053. Public Affairs Reporting** IInstruction and practice in gathering material and writing stories on public affairs, emphasis on courts and government. Requires three hours of laboratory work per week. Prerequisite, C or better in JOUR 2013 or consent of instructor. Spring.

**JOUR 4063. Internship** Supervised work in an approved media-related industry. Prerequisite, consent of the department chair. Summer.

**~~JOUR~~ MCOM 4073. Communications Law and Ethics** Legal and ethical limitations and privileges affecting the mass media. ~~Cross listed as RTV 4073~~. Fall, Spring, Summer.

**JOUR 4083. Sports, Business and Opinion Writing** Techniques of newswriting and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisite, C or better in JOUR 2013 or consent of instructor or department chair. Spring, odd.

**JOUR 4113. Integrated Communications Strategies** Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, JOUR 3023, PR 3003, or MKTG 3013. Fall, Spring.

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**RTV 3503. Film Cinematography, Lighting, and Editing** Introduction to the theory and tech­niques of cinematography, lighting, and editing for narrative filmmaking. Prerequisite, consent of instructor. Fall, Spring.

**RTV 3673. Seminar in Digital Media and Design** A study of the development and impact of digital media. Cross listed as ART 3673. Spring.

**RTV 4053. Public Affairs Reporting for Electronic Journalism** Coverage of municipal and county government agencies, public school boards, community planning and development agen­cies, and special events within the local community for the electronic media. Prerequisite, RTV 3003. Spring.

**~~RTV~~ MCOM 4073. Communications Law and Ethics** Legal and ethical limitations and privileges affecting the mass media. ~~Cross listed as JOUR 4073~~. Fall, Spring, Summer.

**RTV 4303. Advanced Filmmaking Techniques** In-depth study of narrative filmmaking as an art form. Students develop greater expertise in shooting properly exposed and imaginatively composed images, storyboarding, production techniques, composition aesthetics, lighting, sound mixes, and digital non-linear editing. Prerequisites, RTV 3303, RTV 3403, RTV 3503. Spring.

**RTV 4313. Electronic Media Management** A study of the elements, problems and responsibili­ties in broadcast station and cable management. Emphasis is placed on an examination of the management function as it relates to the various operating divisions of broadcast stations and single or multisystem cable organizations and to applicable regulatory procedures and requirements of the Federal Communications Commission and other regulatory groups. Special course fees apply. Fall, Spring.

**RTV 4320. News Production and Performance Laboratory** Laboratory section for News Production and Performance. Must be taken concurrently with RTV 4323. Fall, Spring.

**RTV 4323. News Production and Performance** Experience in producing news programs. Stu­dents exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and nonverbal communication relative to on camera delivery. Prerequisites, RTV 3103 or consent of instructor. $25 special course fee. Fall, Spring.

**RTV 4333. Special Topics Seminar** A seminar that addresses current topics in the area of communication. Fall.

**RTV 4353. Corporate Media Production** Study of the field and function of media production for business and nonprofit organizations. The course addresses client contact, budgeting, analysis of production problems, design and writing of scripts for promotion, training and news in corporate and industrial settings. $25 special course fees. Prerequisites, RTV 3013, RTV 3024 and RTV 3033. Fall.

**RTV 4363. Multimedia Storytelling** Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences. Fall, Spring.

**RTV 4383. Advanced Television Production** Practice in methods and procedures of producing studio and remote program content for ASU TV. This may include, athletic events, campus forums, concerts, newscasts, spelling bees, telethons, etc. Prerequisite, C or better in RTV 3023. May be repeated for a maximum total of six credit hours. Fall, Spring.

**RTV 4403. Film Distribution Exhibition** An in-depth study of the business of filmmaking and the process of marketing a motion picture in the convergent media marketplace. Consideration is given to traditional modes of film distribution and also emerging media outlets such as websites and podcasting. Fall, Spring.

**RTV 4443. Internship** Supervised work for a radio or television station, cable system or allied industry. Prerequisite, Consent of Chairman of Department of Radio Television. Fall, Spring, Sum­mer.

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