Code # MCOM04 (2015)

**Bulletin Change Transmittal Form**

☒ **Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

☐ **Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

|  |
| --- |
| **Bulletin Change** Please attach a copy of all catalogue pages requiring editorial changes. |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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)

Gabriel B. Tait

[Gtait@astate.edu](mailto:Gtait@astate.edu)

870 972-33212

**2.Proposed Change**

Course name and description change of the current course MMJ 3043 Basic Photojournalism to MMJ 3043 Beginning Photograhy.

**From:**

**~~MMJ 3043 Basic Photojournalism~~**~~— Basic concepts and functional skills associated with basic digital photography and the field of photojournalism. Lab fee, $10.00. Special course fee, $10.00. Fall/ Spring/Summer~~

The new course description should read...

**MMJ 3043 Beginning Photography**— Basic concepts and functional skills associated with basic digital photography and visual storytelling. Lab fee, $10.00. Special course fee, $10.00. Fall/ Spring/Summer

**3.Effective Date**

Fall 2016

**4.Justification**

This proposed bulletin change more accurately aligns the course terminology and expectations with current professional practice. There are no substantive changes to the content of this course.

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

**MMJ 3001. Contemporary Events and the Mass Media** Weekly review of news events and the mass medias coverage of them. Fall, Spring.

**MMJ 3003. Feature and Magazine Article Writing** Methods of gathering material for feature stories through interviews, research, and observation, practice in writing the article. Requires three hours of laboratory work per week. Prerequisite, MMJ 2013. Fall.

**MMJ 3040. Photography Laboratory** Laboratory for Photography. Must be taken concur- rently with MMJ 3043. Fall, Spring.

**~~MMJ 3043 Basic Photojournalism~~**~~— Basic concepts and functional skills associated with basic digital photography and the field of photojournalism. Lab fee, $10.00. Special course fee, $10.00. Fall/ Spring/Summer~~

**MMJ 3043 Beginning Photography**— Basic concepts and functional skills associated with basic digital photography and visual storytelling. Lab fee, $10.00. Fall/ Spring/Summer

**MMJ 3063. News Editing** Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design. Prerequisite, MMJ 2013. Fall.

**MMJ 3073. News Design** Principles of visual communication, digital and print media design, elements and practices of digital and press publication, media economic theory and practice. Prerequisite, MMJ 2013. Spring.

**MMJ 3083. History of the Mass Media** History of the mass media newspapers, magazines, radio, television and new technology from colonial days to the present. Spring.

**MMJ 3090. Photojournalism Laboratory** Laboratory for Photojournalism. Must be taken concurrently with MMJ 3093. Spring.

**MMJ 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, CMAC 2003 and MMJ 3043 or consent of instructor. Special course fee, $10.00. Spring.

**MMJ 3203. Reporting for the Electronic Media** Gathering, writing, and reporting news and features for the electronic media, including radio and television, cable, and the Internet. Prerequisite, C or better in MMJ 2013. Word processing skills required. Fall, Spring.

**MMJ 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 CMP 3363. Fall, Spring.

**MMJ 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 as CMP 3373. Fall, Spring.

**MMJ 3403. Electronic News Gathering** Advanced reporting techniques, story development process and tools needed to interview and write, report and edit video news stories. Stories pro- duced will be used to enhance newscast development. Prerequisite, C or better in CMP 3353, MMJ 2013, and MMJ 3203, or consent of instructor. Fall, Spring.

**MMJ 4010. Advanced Photojournalism Laboratory** Laboratory forAdvanced Photojour- nalism. Must be taken concurrently with MMJ 4013. Fall.

**MMJ 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, MMJ 3093. Special course fee, $25.00. Fall.

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

**MMJ 4050. Advanced Reporting Laboratory** Laboratory for Advanced Reporting. Must be taken concurrently with MMJ 4053. Spring.

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

486

### Major in Multimedia Journalism

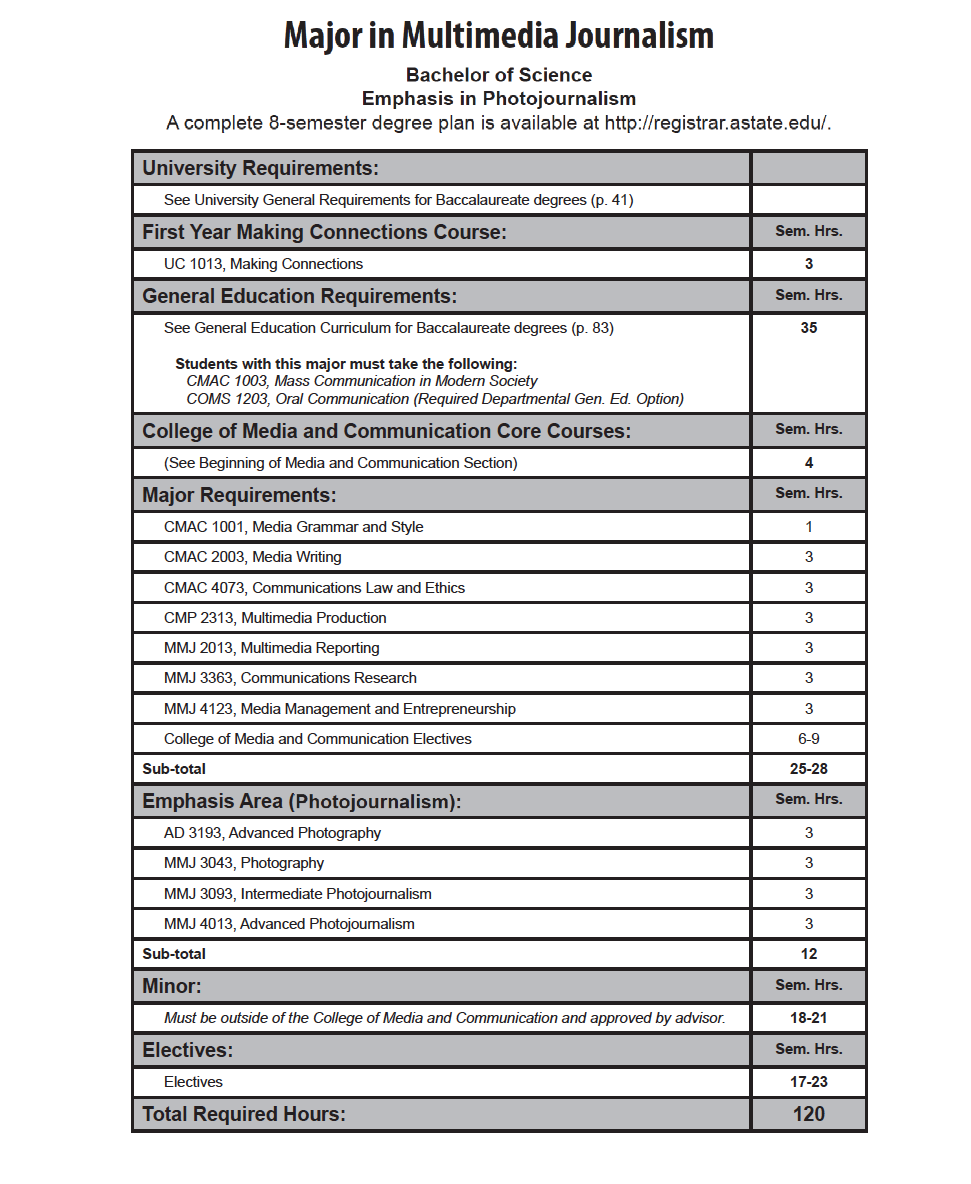
**Bachelor of Science Emphasis in Sports Reporting**

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 40) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate Degrees (p. 82)  **Students with this major must take the following:**  *CMAC 1003, Mass Communication in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Media and Communication Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Media and Communication Section) | **4** |
| **Major Requirements:** | **Sem. Hrs.** |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| CMAC 4073, Communications Law and Ethics | 3 |
| CMP 2313, Multimedia Production | 3 |
| MMJ 2013, Multimedia Reporting | 3 |
| MMJ 3363, Communications Research | 3 |
| MMJ 4053, Advanced Reporting | 3 |
| MMJ 4123, Media Management and Entrepreneurship | 3 |
| College of Media and Communication Electives | 6-9 |
| **Sub-total** | **28-31** |
| **Emphasis Area (News Editorial):** | **Sem. Hrs.** |
| ~~MMJ 3043 Basic Photojournalism~~ **MMJ 3043 Beginning Photography** | 3 |
| MMJ 3063, News Editing | 3 |
| MMJ 3073, News Design | 3 |
| **Sub-total** | **9** |
| **Minor:** | **Sem. Hrs.** |
| *Must be outside of the College of Media and Communication and approved by advisor.* | **18-21** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **17-23** |
| **Total Required Hours:** | **120** |

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

276



**Major in Multimedia Journalism**

**Bachelor of Science Emphasis in Photojournalism**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 40) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate Degrees (p. 82)  **Students with this major must take the following:**  *CMAC 1003, Mass Communication in Modern Society*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Media and Communication Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Media and Communication Section) | **4** |
| **Major Requirements:** | **Sem. Hrs.** |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| CMAC 4073, Communications Law and Ethics | 3 |
| CMP 2313, Multimedia Production | 3 |
| MMJ 2013, Multimedia Reporting | 3 |
| MMJ 3363, Communications Research | 3 |
| MMJ 4123, Media Management and Entrepreneurship | 3 |
| College of Media and Communication Electives | 6-9 |
| **Sub-total** | **25-28** |
| **Emphasis Area (Photojournalism):** | **Sem. Hrs.** |
| AD 3193, Advanced Photography | 3 |
| ~~MMJ 3043 Basic Photojournalism~~ **MMJ 3043 Beginning Photography** | 3 |
| MMJ 3093~~,~~ Intermediate Photojournalism | 3 |
| MMJ 4013, Advanced Photojournalism | 3 |
| **Sub-total** | **12** |
| **Minor:** | **Sem. Hrs.** |
| *Must be outside of the College of Media and Communication and approved by advisor.* | **18-21** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **17-23** |
| **Total Required Hours:** | **120** |

A complete 8-semester degree plan is available at <http://registrar.astate.edu/>

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

275