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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

|  |
| --- |
| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

|  |  |
| --- | --- |
| Ronald Sitton, Ph.D. 3/11/2022 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins 3/11/2022  **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/16/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 3/16/2022 **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Carl M. Cates 4/5/2022 **College Dean** | Alan Utter 4/25/2022  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Ronald Sitton, Ph.D., School of Media and Journalism, [rsitton@astate.edu](mailto:rsitton@astate.edu) 870-972-2979

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Fall 2022, 2022-2023 Graduate Bulletin

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **MDIA** |
| **Number\*** |  | **5013** |
| **Title** |  | **Photo Storytelling II** |
| **Description\*\*** |  | Advanced theories and skills associated with digital photojournalism when producing photo stories. May require transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Dual listed as MDIA 4013. |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? NO]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. NO Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

1. NO Is this course restricted to a specific major?
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? YES/NO]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

N/A

1. **Proposed course type [Modification requested? YES/NO]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

**Lecture and Lab**

1. **Proposed grade type [Modification requested? YES/NO]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard letter

1. YES Is this course dual-listed (undergraduate/graduate)? as MDIA 4013
2. NO Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. YES Is this course in support of a new program?

a. If yes, what program?

M.S. in Mass Communication

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

**Course Details**

1. **Proposed outline** **[Modification requested? NO]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week 1 Syllabus Review Course Expectations  
Week 2 Audacity – Basics of Audio – IG photos: Heroes and Heroines

Week 3 Adobe Premiere – Basics of Video editing – IG photos: Light

Week 4 Law and ethics – IG photos: Friendship – ethical photojournalism case study I

Week 5 Workshop – Editing 1st picture story – IG photos: Love

Week 6 Finish 1st picture story – IG photos: General

Week 7 Present 1st picture story – Shooting 2nd picture story – IG photos: Peace

Week 8 Midterm – Editing 2nd picture story – IG photos: Architecture

Week 9 Finish 2nd picture story – IG photos: Faith

Week 10 Workshop – Shooting Week – IG photos: Breaks

Week 11 Present 2nd picture story – IG photos: car lines and color – ethical photojournalism case study II

Week 12 Editing 3rd picture story – IG photos: Farm Life

Week 13 Finish 3rd picture story – IG photos: Seasons

Week 14 Photo Exhibit Week – IG photos: Food

Week 15 Photo Exhibit Week II – IG photos: Gratefulness

1. **Proposed special features** **[Modification requested? YES/NO]**

(e.g. labs, exhibits, site visitations, etc.)

none

1. **Department staffing and classroom/lab resources**

current staff/resources

1. Will this require additional faculty, supplies, etc.?

No additional staff requirements

1. NO Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

To provide graduate students real-world experience in a non-academic setting as they apply journalistic principles and professional techniques beyond a beginner’s, intermediate or on-campus advanced capacity. Graduates will be expected to apply experience and knowledge gained in their careers toward projects with the expectation of receiving regular critiques as their work is evaluated in a nonmonetary manner.

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

Students will think creatively as they decide how best to approach a story visually and critically as they edit, making decisions on what to include or not during the final piece. Students will think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts. Although working alone, students will participate in a joint project incorporating the ideas and concepts of others into one cohesive concept presenting a uniform message with images and information. Students will research and write multiple stories as they explore various issues in order to communicate effectively with their audience regardless of platform. Students will be expected to critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. Students will be encouraged to use the latest technologies and implore ethical decision-making skills as they conduct themselves in a professional manner off campus.

c. Student population served.

Graduate

d. Rationale for the level of the course (lower, upper, or graduate).

Graduate

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. NO Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

Enter text...

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #19)** | Students should apply theories of communication to current problems |
| Assessment Measure | Exam and projects |
| Assessment  Timetable | Assessment takes place as student demonstrates abilities through comprehensive exam, program thesis or project |
| Who is responsible for assessing and reporting on the results? | **Graduate Coordinator, Members of Comprehensive Exam Committees, Thesis or Project Committees** |

|  |  |
| --- | --- |
| **Program-Level Outcome 2 (from question #19)** | Students should apply principles of research to problems and issues in communication |
| Assessment Measure | Exam and projects |
| Assessment  Timetable | Assessment takes place as student demonstrates abilities through comprehensive exam, program thesis or project |
| Who is responsible for assessing and reporting on the results? | **Graduate Coordinator, Members of Comprehensive Exam Committees, Thesis or Project Committees** |

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

|  |  |
| --- | --- |
| **Outcome 1** | Students can develop story ideas from news events, which shows a development of critical thinking skills |
| Which learning activities are responsible for this outcome? | Picture story assignments. Instagram assignments |
| Assessment Measure | portfolio |

|  |  |
| --- | --- |
| **Outcome 2** | Students can effectively interpret and communicate visual messages presented in print, broadcast and advertising. |
| Which learning activities are responsible for this outcome? | Class exercises |
| Assessment Measure | Quizzes, final exam |

|  |  |
| --- | --- |
| **Outcome 3** | Students will create strong visual content that is aesthetically applicable to course work and professional contexts |
| Which learning activities are responsible for this outcome? | Picture story assignments. Instagram assignments |
| Assessment Measure | portfolio |

**Bulletin Changes**

|  |
| --- |
| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

CURRENT

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## Journalism

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| MDIA 6043, Theory of Mass Communications | 3 |
| CMAC 6053, Quantitative Research Methods in Communications | 3 |
| CMAC 6203, Introduction to Graduate Study | 3 |
| CMAC 6253, Qualitative Research Methods in Communications | 3 |
| **Sub-total** | **12** |
| **Journalism Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  STCM 5113, Integrated Marketing Communication  STCM 5023, Public Opinion, Propaganda and the Mass Media STCM 5603, Crisis Communication  STCM 6023, Advanced Studies in Communications Law  MDIA 5013, Photo Storytelling II MDIA 5043, Studies in Newspaper Management  MDIA 5053, Public Affairs Reporting  MDIA 5083, Sports, Business and Opinion Writing MDIA 5323, Diversity and Media  MDIA 5373, Internet Communications MDIA 6083, Journalism Seminar MDIA 680V, Independent Study | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives  *May include six hours of thesis or project credit, courses in the college and/or courses outside the college. The topic of the thesis or project is subject to approval by the student’s thesis or project committee. The thesis or project may be a continuation or extension of research begun in a Communications graduate class.* | **6** |
| **Total Required Hours:** | **30** |

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### SCHOOL OF MEDIA AND JOURNALISM

#### Media (MDIA)

**MDIA 5013. Photo Storytelling II.** Advanced theories and skills associated with digital photojournalism when producing photo stories. May require transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Dual listed as MDIA 5013.

**MDIA 5023. Public Opinion Propaganda and the Mass Media** Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda.

**MDIA 5043. 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 promotion problems.

**MDIA 5053. Public Affairs Reporting** Instruction and practice in gathering material and writing stories on public affairs; emphasis on courts and government. Requires two hours of laboratory work per week.

**MDIA 5083. Sports, Business and Opinion Writing** Techniques of news-writing and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisites, “C” or better in MDIA 2013; or instructor permission.

**MDIA 5313. Multimedia Reporting** Apply the basics of traditional journalism skills in the digital media practice and develop the abilities of integrating audio, photographs, graphics and video as multimedia storytelling tools to enrich online news coverage. Prerequisite, basic computer competency.

PROPOSED

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## Journalism

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| MDIA 6043, Theory of Mass Communications | 3 |
| CMAC 6053, Quantitative Research Methods in Communications | 3 |
| CMAC 6203, Introduction to Graduate Study | 3 |
| CMAC 6253, Qualitative Research Methods in Communications | 3 |
| **Sub-total** | **12** |
| **Journalism Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  MDIA 5013, Photo Storytelling II MDIA 5043, Studies in Newspaper Management  MDIA 5053, Public Affairs Reporting  MDIA 5083, Sports, Business and Opinion Writing MDIA 5323, Diversity and Media  MDIA 5373, Internet Communications MDIA 6083, Journalism Seminar  MDIA 680V, Independent Study STCM 5113, Integrated Marketing Communication  STCM 5023, Public Opinion, Propaganda and the Mass Media STCM 5603, Crisis Communication  STCM 6023, Advanced Studies in Communications Law | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives  *May include six hours of thesis or project credit, courses in the college and/or courses outside the college. The topic of the thesis or project is subject to approval by the student’s thesis or project committee. The thesis or project may be a continuation or extension of research begun in a Communications graduate class.* | **6** |
| **Total Required Hours:** | **30** |

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### SCHOOL OF MEDIA AND JOURNALISM

#### Media (MDIA)

**MDIA 5013. Photo Storytelling II.** Advanced theories and skills associated with digital photojournalism when producing photo stories. May require: transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Dual listed as MDIA 4013.

**MDIA 5023. Public Opinion Propaganda and the Mass Media** Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda.

**MDIA 5043. 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 promotion problems.

**MDIA 5053. Public Affairs Reporting** Instruction and practice in gathering material and writing stories on public affairs; emphasis on courts and government. Requires two hours of laboratory work per week.

**MDIA 5083. Sports, Business and Opinion Writing** Techniques of news-writing and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisites, “C” or better in MDIA 2013; or instructor permission.

**MDIA 5313. Multimedia Reporting** Apply the basics of traditional journalism skills in the digital media practice and develop the abilities of integrating audio, photographs, graphics and video as multimedia storytelling tools to enrich online news coverage. Prerequisite, basic computer competency.

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CURRENT

**MDIA 4003. Media Law and Ethics** Legal and ethical limitations and privileges affecting the mass media. Fall.

**MDIA 4013. Photo Storytelling II** Advanced theories and skills associated with digital photo­journalism when producing photo stories. May require: transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Dual listed as MDIA 5013. Prerequisite, MDIA 3093. Fall.

PROPOSED

**MDIA 4003. Media Law and Ethics** Legal and ethical limitations and privileges affecting the mass media. Fall.

**MDIA 4013. Photo Storytelling II** Advanced theories and skills associated with digital photo­journalism when producing photo stories. May require: transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Dual listed as MDIA 5013. Prerequisite, MDIA 3093. Fall.