Course Inventory Change Request

New Course Proposal

Date Submitted: 02/18/15 6:26 pm

Viewing: MDIA 3060: Media Theory

Last edit: 02/18/15 6:26 pm

Changes proposed by: bent

Course Prefix: MDIA
Course Number: 3060
Effective Semester: Fall 2015
Department: Communication (COMM)
School: School of Business & Communication
Course Title: Media Theory

Short Course Title: Media Theory

Credits: 3
Workload Factors: 3
Primary Grade Type: Standard Letter
Secondary Grade Type: 
Instructor: No
Permission Required: 

In Workflow

1. COMM Chair
2. BU Admin
3. BU Dean
4. University Curriculum Committee Chair
5. Banner

Approval Path

1. 02/19/15 7:27 am
   Brent Yergensen (yergensen):
   Approved for COMM Chair

2. 02/19/15 11:56 am
   Stella Callagee (callagee):
   Approved for BU Admin

3. 02/19/15 3:06 pm
   Kyle Wells (kwells):
   Approved for BU Dean
<table>
<thead>
<tr>
<th>Repeatable for Credit:</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule Type:</td>
<td>Lecture</td>
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<tr>
<td>Hrs/Wk:</td>
<td>3</td>
</tr>
<tr>
<td>Catalog Prerequisites?</td>
<td>Yes</td>
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Catalog Prerequisites:
- Comm 1050

Grade Required on Prerequisite(s): C+

Corequisites? No

Course/Lab Fee? No

Instruction Index Code: COM100

GE Status Requested: No

Catalog Description
Media Theory develops awareness, understanding, and application of the complex theories and concepts inherent in the study of media. Focuses on theoretical, conceptual, and applied research and scholarship that investigates ways in which people communicate via media, the consequences of those interactions, and the effects new media technologies have on communication processes. Successful completers will develop an understanding of how various components of communication and media interact, will analyze those interactions to identify ways to become a more effective communicator, and apply theories and concepts to everyday life.

Course Rotation:
- Fall (every)
- Spring (every)

Justification for course/change:
Comm 3060/Communication Theory is currently required of all communication majors. However, we have been offering at least one section focusing on media for mass communication students and one section focusing on human communication for the students in that emphasis. We believe it is important that the students in each emphasis get a slightly different focus for the course. However, many students don't know the difference between the sections and it has caused confusion in the department. Now that we are splitting the department it is time to officially create a new course to distinguish the difference for students and allow them to receive the instruction most pertinent to their degree.
Library Resources Adequate:
Tech Resources Adequate:

Comparable Courses:
(use USHE course first)

<table>
<thead>
<tr>
<th>Institution</th>
<th>Prefix/Number</th>
<th>Credit(s)</th>
<th>Course Title</th>
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<tr>
<td>UVU</td>
<td>COMM 3150</td>
<td>3</td>
<td>Film Theory</td>
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<td>UVU</td>
<td>COMM 3050</td>
<td>3</td>
<td>Theories of Communication and Culture</td>
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<td>U of U</td>
<td>COMM 4580</td>
<td>3</td>
<td>Strategic Communication Theory and Practice</td>
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Course Learning Outcomes:
1. Identify general trends and major debates in the development of understanding of mass communication;
2. Understand various theoretical perspectives on the relationship between mass communication and human society;
3. Critically examine theories from their ontological, epistemological, and methodological stances with the social, cultural, and economic background in mind;
4. Critically examine media content in people’s everyday exposure and understand their impact on people’s social life;
5. Critically examine the development, operation, and uses of communication technologies;
6. Understand and critique academic arguments regarding mass communication and media technologies;
7. Raise meaningful questions regarding media in contemporary society, propose research with proper theory and methods, and make arguments under proper scholarly standards.

How do your Course Learning Outcomes align to your Program Learning Outcomes?
The course outcomes directly relate to the following PLOs:
Critical Thinking - The ability to apply good reasoning, critical thinking, ethics and problem solving skills to critically evaluate media production and consumption.
Global Perspective - Demonstrate effective cross-cultural communication knowledge and skills in achieving a global perspective.
Research - The ability to conduct academic research, explore conceptual issues in mediated communication, and make academic arguments with established research methods.
Theory - The conceptual understanding of mediated communication theories from various traditions and practical understanding of media production, management and consumption.
Schedule of lesson activities that meet Course Learning Outcomes

Heavy emphasis on preparing for the capstone course, including instruction on the following components: annotated bibliography, research outline and research prospectus. Students will also present some of these elements to the class.

Assessment activities that provide evidence of student learning

Exams/quizzes to evaluate comprehension
Papers designed to articulate theoretical concepts (bibliography)
Research prospectus
Oral presentations

Course Reviewer Comments

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Key: 1602