Course Inventory Change Request

New Course Proposal

Date Submitted: 02/18/15 6:33 pm

Viewing: MDIA 3410: Gender in Media

Last edit: 02/19/15 8:39 am

Changes proposed by: bent

<table>
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<th>Course Prefix:</th>
<th>MDIA</th>
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<tr>
<td>Course Number:</td>
<td>3410</td>
</tr>
<tr>
<td>Effective Semester:</td>
<td>Fall 2015</td>
</tr>
<tr>
<td>Department:</td>
<td>Communication (COMM)</td>
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<td>School:</td>
<td>School of Business &amp; Communication</td>
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<td>Course Title:</td>
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<td>Short Course Title:</td>
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<td>Credits:</td>
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<td>Workload Factors:</td>
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<td>Instructor:</td>
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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 3:05 pm
   Kyle Wells (kwells): Approved for BU Dean
Permission Required:  No
Repeatable for Credit:  No
Schedule Type:  Lecture  Hrs/Wk:  3
Catalog Prerequisites:  No
Corequisites:  No
Course/Lab Fee:  No
Instruction Index Code:  COM100
GE Status Requested:  No

Catalog Description
Gender in Media explores the relationship among men, women, culture and the media. Includes discussions of representations in media; impact of representations on audiences; stereotypes of gender, race, class, and sexual identity; effects of media on identity construction; and applicable theories.

Course Rotation:
Fall (every)

Justification for course/change:
This course adds depth to the theoretical options available to media studies majors. Current upper division courses are more heavily based on practical skills. Many mass communication students have taken a similar course, COMM 3400/Gender Communication, out of interest. Therefore, a gender course with a focus on media caters more to their area of interest and correlates to their media production.

Library Resources Adequate:  Yes
Tech Resources Adequate:  Yes

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 207</td>
<td>3</td>
<td>RACE, CLASS, GENDER</td>
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<tr>
<td>USU</td>
<td>JCOMM 4410</td>
<td>3</td>
<td>Gender and the Mass Media</td>
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</table>
Course Learning
Outcomes:
- Identify effects of media on identity construction
- Explain how gender and culture affect media production
- Assess gender depictions, including stereotypes, in news, television, advertising, film and digital culture
- Analyze media depictions with theoretical arguments
- Develop an analytical attitude toward gender and media in everyday life

How do your Course Learning Outcomes align to your Program Learning Outcomes?
The following PLOs relate directly to the course outcomes:
- 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
- Weekly discussions of readings and analysis of current media examples
- Monthly assessments of quizzes/exams
- Oral presentations by students

Assessment activities that provide evidence of student learning
- Reflection essays on readings
- Exams/quizzes to evaluate comprehension
- Group project to apply concepts in real world problem solving
- Media presentation to analyze and assess

Course Reviewer Comments

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