

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE  
FACULTY SENATE

Senate Document Number 5013S

Date of Senate Approval 03/21/13

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Statement of Faculty Senate Action:

**APC Document 44:**

**Delete the following MCOM courses:**

**301, 302, 304, 313, 327, 329, 341, 343, 346  
351, 353, 367, 369, 380, 382, 387, 388, 390  
421, 460, 482, 483, 484, 497, 498**

**Delete the following VMP courses:**

**303, 307, 331, 359, 385, 437, 493**

**Effective Date: Fall 2013**

**Delete the following courses on pages 214-219:**

**MCOM Courses:**

- 1. 301 Newspaper Workshop (2)**  
Use of personal computers and small-format publication tools to write, edit and produce a student-edited campus newspaper. Course may be repeated once.  
Prerequisite: MCOM 201 or permission of instructor. (Grading is S/U). Fall and Spring.
- 2. 302 Commercial Media Workshop (2)**  
Incorporates all tactical aspects of mass communication - writing, video, photography, desktop publishing software and social media platforms - to produce traditional and social media public relations and/or advertising materials for an organization. Course may be repeated once. Prerequisite: MCOM 201 or permission of instructor. (Grading is S/U). Fall and Spring.
- 3. 304 Commercial Media Workshop - Advanced (1)**  
Continuation of MCOM 302 with the addition of a strategic communication plan for production materials and specific project work. Course may be repeated once.  
Prerequisites: MCOM 201, 302 and successful completion of Journalism Concentration Entrance Exam, or permission of instructor. (Grading is S/U). Fall and Spring.
- 4. 313 Newspaper Workshop-Advanced (1)**  
Continuation of MCOM 301. Use of personal computers and small-format publication tools to write, edit and produce a student-edited campus newspaper. Emphasis on editorial staff work. Course may be repeated once. Prerequisites: MCOM 201, 301 and successful completion of Journalism Concentration Entrance Exam, or permission of instructor. (Grading is S/U). Fall and Spring.

5. **327 Editorial Writing (3)**  
Editorial writing in a standard newspaper format. Emphasis on utilization of factual material to support opinion, news judgment, and argument construction. Prerequisites: MCOM 201 and successful completion of Journalism Concentration Entrance Exam, or permission of instructor. Odd years Spring.
6. **329 Copy Editing (3)**  
Reading and editing copy. Sentence and paragraph restructuring, lead clarification, and word choice. Emphasis on news judgment as a basis for editorial decisions. Prerequisites: MCOM 201 and successful completion of Journalism Concentration Entrance Exam, or permission of instructor. Even years Spring.
7. **341 Layout and Design (3)**  
Introduction to computer design for print media. Software applications for text, photography and graphics. Typography, studies in composition, color, line, page layout and image selection, and cropping. Course includes layout and design lab. Prerequisite: MCOM 201 and successful completion of Journalism Concentration Entrance Exam, or permission of instructor. Spring.
8. **343 Communication Strategies in Advertising (3)**  
This course introduces students to the principles and practices of advertising, with emphasis on theories of media propaganda and persuasion. Student projects explore the process of copy testing and research methods. The course also covers ethics issues faced by advertising professionals. Prerequisite: MCOM 104 or permission of instructor. Odd years Fall.
9. **346 Crisis Communications and Public Relations Campaigns (3)**  
This course examines seminal events influencing crisis communications and strategic planning for public relations campaigns. Prerequisite: MCOM 104 or permission of instructor. Spring.
10. **351 Public Relations Writing and Production (3)**  
A writing workshop focusing on the exploration, application and production of public relations tactics including both traditional media and social media. Prerequisite: MCOM 201 and successful completion of Journalism Concentration Entrance Exam, or permission of instructor. Spring.
11. **353 Advertising Writing and Production (3)**  
A writing course focusing on the exploration, application and production of advertising tactics including both traditional media and social media. Prerequisite: MCOM 201 or permission of instructor. Even years Fall.
12. **367 Feature Writing (LANG 367) (3)**  
A workshop in the writing of essays, articles and other professional non-fiction; planning and gathering material, writing and marketing articles for specialized and general interest publications. Prerequisite: MCOM 201 or permission of instructor. Fall.
13. **369 Magazine Publication (3)**  
Prepares students for careers in the magazine industry by strengthening writing and editing skills and providing an overview of the magazine industry. Special attention is paid to editorial, business and production requirements for magazines. Prerequisite:

MCOM 201 and successful completion of Journalism Concentration Entrance Exam, or permission of instructor. Odd years Spring.

- 14. 380 Media Aesthetics (3)**  
Examination of the practical and artistic choices in producing video and film media. Students focus on the relationships among sight, sound and motion. Prerequisite: MCOM 104. Spring.
- 15. 382 Film Appreciation (3)**  
An examination of the techniques, aesthetics, forms, functions, effects and value questions related to cinema as a creative art. Major American and international film makers and major genres covered. Prerequisite: MCOM 104. Even years Fall.
- 16. 387 Issues in Film Study (3)**  
Survey of American and international cinema, tracing the historical development of the industry, and focusing on texts and films under-represented or marginalized in traditional film studies courses. The course challenges students to draw connections about ethnicity, race, class, nationality, sex and gender through readings and films. Students are expected to familiarize themselves with all the basic tenets of film appreciation and to focus on analysis of the films which are screened. Prerequisite: MCOM 104 or permission of instructor. Odd years Spring.
- 17. 388 Film Genres (3)**  
A study of films representing a particular type, class or auteur. Genres examined in course will vary. Prerequisite: MCOM 104 or permission of instructor. Even years Spring.
- 18. 390 History of American Media (3)**  
History and development of traditions, practices and technology in American newspapers, magazines, radio and television, including a study of the “great names” and their accomplishments. Prerequisite: MCOM 104. Even years Spring.
- 19. 421 Public Affairs Journalism (3)**  
This capstone course in the Journalism concentration emphasizes field practice in newsgathering and writing, covering news beats, including courts, local governments and other news sources. Emphasis is placed on accuracy, clarity and comprehensiveness of reporting. Course includes extensive writing and news gathering assignments, and demonstration of oral competence through story pitches and critiques. Prerequisite: 30 hours in MCOM and/or VMP courses including MCOM 201, or permission of instructor. Spring.
- 20. 460 Media Violence (3)**  
Designed to explore the issue of media violence. Students utilize several perspectives including a review of historical and contemporary research, examination of effects theories, review of primary content (films and television), and the study of opinion surveys, legal cases, trade journals, and public policy issues. Prerequisite: MCOM 104. Odd years Spring.
- 21. 482 International Mass Communication (3)**  
Communication of news and opinion among nations and under various political and economic systems; role of media in international affairs; barriers to the free flow of information; comparison of world press and entertainment systems. Spring.

- 22. 483 Film Criticism (3)**  
 Designed to develop a student's ability to engage in film scholarship. Students hone writing skills through a series of papers focusing on different approaches to film criticism, ranging from journalistic to more theoretical approaches. Prerequisite: MCOM 104 or permission of instructor. Even years Spring.
- 23. 484 Mass Communication and Politics (3)**  
 Study of the role of mass communication in American political campaigns. Topics covered include the agenda-setting function of the press, political campaigns as television drama, televised political debates and political campaign advertising. Prerequisite: MCOM 104. Even years Fall.
- 24. 497 Senior Seminar for Commercial Media (3)**  
 This capstone course for the Commercial Media concentration requires completion of a significant undergraduate final project under the supervision of the instructor, who serves as a faculty mentor. Students demonstrate oral and written communication competencies in this course through presentation of professional proposals, progress reports and completion of a high quality Commercial Media project. Prerequisite: 30 hours in MCOM and/or VMP courses including MCOM 201, 302 and VMP 205; or permission of instructor. Spring.
- 25. 498 Mass Communication Research (3)**  
 Study of research methods in Mass Communication. This course examines social science research methods, including experimental, survey and non-quantitative approaches. Prerequisite: MCOM 104 or permission of instructor. Odd years Spring.

#### VMP courses

- 26. 303 Video Workshop (2)**  
 Use of small-format digital video production equipment to achieve competence in camera, lighting and editing skills. Course may be repeated once. Prerequisite: VMP 205 or permission of instructor. Fall and Spring.
- 27. 307 Video Workshop-Advanced (1)**  
 Video and film production activities with an emphasis on video laboratory management and editing. Course may be repeated once. Prerequisites: VMP 205, 303 and successful completion of the Film and Visual Media Concentration Entrance Exam, or permission of instructor. (Grading is S/U). Fall and Spring.
- 28. 331 Broadcast Journalism (3)**  
 Writing and reporting for radio/television news; basic studies in the history of broadcast journalism; the relationship between images and words. Course includes extensive studio component. Prerequisites: MCOM 201, VMP 205 and successful completion of the Concentration Entrance Exam for either Journalism or Film and Visual Media; or permission of instructor. Spring.
- 29. 359 Photojournalism (3)**  
 Designed to provide the skills necessary to produce professional quality work meeting publication standards. Students learn the use of digital photo technology including image capture and management, remote transmission of photos, output to printers, and publication of photos on a web site. Class work also includes critiques and discussions about ethical and legal issues faced by photojournalists. Students in the course must

have access to a digital still camera capable of performing manual operations. Prerequisites: MCOM 201, VMP 205 and successful completion of the Concentration Entrance Exam for either Journalism or Film and Visual Media; or permission of instructor. Fall.

**30. 385 Introduction to Screenwriting (3)**

An exploration of the principles and practices of the screenwriting craft. Development of an understanding of components crucial to the preparation of an effective, camera-ready motion picture or television script. Prerequisites: VMP 205 and successful completion of the Film and Visual Media Concentration Entrance Exam; or permission of instructor. Odd years Fall.

**31. 437 Directing Media Productions (3)**

Advanced video and/or film production focusing on the creative, artistic and practical choices made in interpreting and adapting scripts, supervising artistic specialists and managing projects. Course includes extensive laboratory component. Prerequisites: VMP 205, at least 3 hours from VMP 303 or 307, and successful completion of the Film and Visual Media Concentration Entrance Exam; or permission of instructor. Even years Fall.

**32. 493 Field Work in Media Production (3)**

In this capstone course for the Film and Visual Media concentration, students produce visual media projects in the field using portable equipment. The course includes an extensive portfolio project. Students demonstrate oral communication competence in this course through presentation of project proposals (pitches) and production progress reports. Prerequisite: 30 hours in VMP and/or MCOM including VMP 205 and 303; or permission of instructor. Spring.

**Impact:** Some of these courses were offered simply because the catalog specified they would be offered within a given semester. At many times, they were poorly subscribed, and there hasn't been a way to adequately predict student need and interest. The content of many of these courses will be incorporated into the new topical courses that are repeatable. This will allow the faculty to gear the content of the courses toward student interest and need.

**Rationale:** The proposed new Mass Communication curriculum addresses several important pedagogical issues, and consolidates the curriculum in the face of declined funding levels. The current curriculum grew to its current size (in terms of number and variety of courses) during the time when UNC Asheville was accustomed to devoting significant resources to adjunct positions. Since the elimination of adjunct slots, the department has learned that a 40 course, three or four track curriculum is not sustainable with seven full-time faculty. This is particularly so for a department, such as MCOM, which contributes to LSIC, ARTS and HUM programs.