

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 5213S

Date of Senate Approval 03/21/13

Statement of Faculty Senate Action:

APC Document 46: **Change credit hours and description of MCOM 104;
Change title, credit hours and description of MCOM 201;
Change credit hours and description of MCOM 451;
Change credit hours and description of MCOM 490;
Change credit hours and description of MCOM 492;
Change credit hours and description of VMP 205**

Effective Date: Fall 2013

1. Delete: On page 214, the entry for **MCOM 104:**

104 Media, Ethics and Society (3)

An examination of the impact of media on society, with a focus on American media, but with consideration of international media as well. The course emphasizes the role of diversity in media as it impacts on society. Both news and entertainment media are studied. The course also examines the ethics of media content and use as tools of information, commerce and decision-making in society. Fall and Spring.

Add: On page 214, in place of deleted entry:

104 Media, Ethics and Society (4)

Explores various media systems and their impact on individuals, economies, and culture. Media channels surveyed include newspapers, magazines, film, radio, television, and the Internet as well as supporting industries such as public relations and advertising. Emphasis is placed on ethics in mass communication practice and developing media literacy. Fall and Spring.

2. Delete: On page 214, the entry for **MCOM 201:**

201 Newswriting (3)

Gathering and writing information in a fair and accurate manner suitable for presentation in the media. Developing the ability to write under deadline pressure. Course includes writing lab component. Prerequisite: LANG 120. Fall and Spring.

Add: On page 214, in place of deleted entry:

201 Basic Journalism (4)

Introduction to the theory and process of journalism. Students develop skills in gathering and writing information in a fair and accurate manner suitable for presentation in the media. Course focuses on the separation of opinion from factual reporting, the cultivation of credible sources, and the exploration of various genres of news writing. The course contains a required laboratory component. Prerequisite: LANG 120. Fall and Spring.

3. Delete: On page 216, the entry for **MCOM 451:**

451 Professional Internship (3)

Students with a 3.0 GPA or better within the major may apply for a professional internship in either print or electronic media. Prerequisites: completion of 12 hours in Mass Communication; department approval; and permission of instructor. (Grading is S/U.) Fall and Spring.

Add: On page 216, in place of deleted entry:

451 Professional Internship (4)

Students who have a grade point average of at least 2.5 in MCOM and VMP courses may apply for a professional internship in any media field by completing an Internship Application, available from the instructor of the course. Prerequisites: MCOM 104, 201, VMP 205, a GPA of 2.5 or higher in MCOM/VMP courses, and permission of instructor. (Grading is S/U). Fall and Spring.

4. Delete: On page 217, the entry for **MCOM 490:**

490 Mass Communication Law and Ethics (3)

A study of the legal sanctions and constitutional freedoms affecting the print and broadcasting media. An inquiry into the responsibilities of the media and discussion of specific ethical problems. Prerequisite: MCOM 104. Fall.

Add: On page 217, in place of deleted entry:

490 Mass Communication Law and Ethics (4)

A study of the legal sanctions and constitutional freedoms affecting print and broadcast media. Through inquiry into the responsibilities of the media and a discussion of specific ethical problems, students will learn basic legal research techniques and will complete a basic legal research project. Prerequisite: MCOM 104. Fall and Spring.

5. **Delete:** On page 217, the entry for **MCOM 492:**

492 Mass Communication Theories (3)

A survey of theories of human communication behavior related to the mass media. Characteristics of mass audience and media channels; application of the theories to create more effective communication. Prerequisite: MCOM 104. Fall.

Add: On page 217, in place of deleted entry:

492 Mass Communication Theories (4)

A survey of theories of human communication behavior related to the mass media. Characteristics of mass audience and media channels; application of the theories to create more effective communication, with study of the research methods by which social scientists examine the effectiveness of communicative strategies. Prerequisite: MCOM 104. Fall.

6. **Delete:** On page 218, the entry for **VMP 205:**

205 Basic Video Production (3)

Introduction to the process of visual media production. It emphasizes writing, visual composition and design, structure, terminology, and safety issues. The course also covers the elements of camera, light, sound and editing. This course involves the actual production of video projects and requires an extensive out-of-class time commitment. This course is prerequisite to all VMP courses. Fall and Spring.

Add: On page 218, in place of deleted entry:

205 Basic Video Production (4)

Introduction to the theory and process of video production. Students write, record, and edit video projects across a range of formats including fiction, non-fiction, and commercial media. Students learn basic skills in video script writing, directing, cinematography, sound design, and editing. Fall and Spring.

Impact: The core courses in the major (MCOM 104, 201, 490, 492, VMP 205) are being retained and expanded, as is the Professional Internship (MCOM 451). Courses in the Mass Communication curriculum are moving to 4 credit hours. Students will need fewer individual courses to complete the major, but will have more and varying topics from which to choose.

Rationale: Moving to four credit hour courses will allow faculty and students to achieve greater depth of coverage of important course materials and skills. The Mass Communication department experimented successfully with four-credit courses several years ago, but was forced to return to the three-hour model in the furor over Delaware rules. We now know that the use of recitation and laboratory sections can successfully achieve the correct number of organized course sections within a four-hour curriculum model.