

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 5313S

Date of Senate Approval 03/21/13

Statement of Faculty Senate Action:

APC Document 47: Change the major and minor requirements for Mass Communication, and the process for declaring a major in Mass Communication

Effective Date: Fall 2013

1. Delete: On page 213, under **Mass Communication Major Requirements:**

The Mass Communication major requires 40 hours in MCOM and VMP courses, distributed as follows:

- I. Required core courses for the major—21 hours: MCOM 104, 201, 490, 492; VMP 205; 6 hours selected from MCOM 380, 382, 387, 388, 390, 451, 460, 482, 484, 499.
- II. Required course outside the major—none.
- III. Other departmental requirements—completion of one of the concentrations listed below.
- IV. Competence in the major is demonstrated through successful completion of academic and professional projects and activities. Competence is required in at least one of these areas: (1) journalism, (2) film and visual media, or (3) commercial media. Specific requirements and procedures for documenting competence in the major should be obtained from the department chair, and will include successful completion of comprehensive examinations, preparation of a portfolio of completed work, and a co-curricular transcript. Computer competency is demonstrated through successful completion of MCOM 201. Oral competency is demonstrated through successful completion of MCOM 421, MCOM 497, or VMP 493, depending on chosen concentration.

Concentration in Commercial Media—19 hours: MCOM 497; 4 hours from MCOM 302 and 304, 12 hours from MCOM 341, 343, 346, 351, 353, 451 (if not used as part of the core hours), VMP 359.

Concentration in Film and Visual Media—19 hours: VMP 493; 4 hours from VMP 303 and 307; 12 hours from MCOM 451 (if not used as part of the core hours) or 483; VMP 331, 359, 385, 437.

Concentration in Journalism—19 hours: MCOM 421; 4 hours from MCOM 301 and 313; 12 hours from MCOM 327, 329, 341, 367, 369, 451 (if not used as part of the core hours), VMP 331, 359.

Add: On page 213, in place of deleted entry:

The Mass Communication major requires 40 hours in MCOM and VMP courses, distributed as follows:

- I. Required courses for the major - 40 hours consisting of 20 hours from core courses: MCOM 104, 201, 490, 492, VMP 205; and 20 additional hours including 8 hours from MCOM 295 and/or VMP 295, 8 hours from MCOM 395, VMP 395 and MCOM 451; and 4 hours from MCOM 495 or VMP 495 or MCOM 499.
- II. Required courses outside the major - none.
- III. Other Departmental requirements - Competence in the major is demonstrated through successful completion of academic and professional projects and activities. Specific requirements and procedures for documenting competence in the major are available from the department chair, and will include successful completion of comprehensive examinations, preparation of a portfolio of completed work, and a co-curricular transcript. Oral competency is demonstrated through successful completion of MCOM 495, VMP 495 or MCOM 499.

2. Delete: On page 214, the entry under **Declaration of Major:**

Declaring a major in Mass Communication requires students to successfully complete the application process outlined below.

1. Students must satisfy the LANG 120 requirement, must successfully complete MCOM 104, and be enrolled in or have completed at least one of the following: MCOM 201, 301, 302 or VMP 205 or 303.
2. Students must receive a satisfactory evaluation on the appropriate entrance examination for their concentration. The entrance examinations are given once each semester, and are evaluated by a team of three Mass Communication faculty. Details about the examination are available from all departmental faculty advisors.
3. Students not admitted to the program may reapply while enrolled in MCOM 301 or VMP 303, or after consultation with the department chair. Students not admitted to the program may not enroll in certain MCOM and VMP upper level skills courses, as indicated in the course descriptions.
4. Upon successful completion of the application process, the student will complete a Declaration of Major form that must be signed by the department chair.

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

Declaring a major in Mass Communication requires the student to complete a Declaration of Major form that must be signed by the department chair. Before declaring a major, students must satisfy the LANG 120 requirement. In addition, they must have completed MCOM 104 and have completed or be enrolled in MCOM 201 or VMP 205.

3. Delete: On page 214, the entry under **Minor in Mass Communication:**

20 hours distributed as follows: MCOM 104; MCOM 201 or VMP 205; one course from MCOM 301, 302 or VMP 303; MCOM 490 or 492; 9 hours selected from MCOM or VMP courses at the 300-400 level (note that many of these courses have MCOM 201 or VMP 205 as a prerequisite). Students must earn a minimum 2.00 grade-point-average on all minor courses taken at UNC Asheville. One-half of the hours required for a minor must be completed at UNC Asheville, to include at least 6 semester hours of 300-400 level courses.

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

20 hours distributed as follows: MCOM 104, either MCOM 201 or VMP 205, either MCOM 490 or MCOM 492, and 8 additional hours in MCOM or VMP. These additional hours may have prerequisites as noted in the course descriptions. Students must earn a minimum 2.0 grade-point-average on all minor courses taken at UNC Asheville. One-half of the hours taken for a minor must be completed at UNC Asheville, to include at least 6 semester hours of 300-400 level courses.

Impact: These changes create a major and minor with maximum flexibility for both students and faculty. Half of the credits in the major are in a required core. The other half allows for student choice based on the changing and variable subject in a set of topical courses.

Rationale: The proposed structure will insure, through the 20-hour core, that all students in the major acquire key skills and information necessary for later success in professional or graduate school environments. The 20 hours of structured electives maximize choice for the students within a framework that insures continued skill as well as critical thinking development. While some students may sort themselves into groups based on area content (film, journalism, public relations), the proposed structure gives students the opportunity to expand horizons through elective work. For example, under the concentration model, a journalism student would not be able to take much work in film studies. Yet, for students who are interested in arts journalism, that is precisely what they need. Under the proposed curriculum, the focus for skill application is in the hands of the student, with assistance from the advisor. The declaration of major process has been modified to reflect the removal of concentrations and the changes in major requirements and courses.