THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE FACULTY SENATE

Senate Document Number2714SDate of Senate Approval1/23/14

Statement of Faculty Senate Action:

APC Document 15 Delete MCOM 295, and replace with MCOM 293, 294 and 295 Delete MCOM 395, and replace with MCOM 393, 394 and 395 Delete MCOM 495, and replace with MCOM 491, 495 and 496

Effective Date: Fall 2014

1. Delete: On page 213, the entry for MCOM 295:

295 Mass Media Workshop (2-4)

Development and practice of media production skills for journalism and public relations. Topics will vary and may include subjects such as layout and design, editorial writing, opinion writing, feature writing, public relations writing and copy editing. The topic covered in each section will be indicated in the title. MCOM 295 may be repeated with different topic subheadings. Prerequisite: MCOM 201. Fall and Spring. Course includes writing lab component. Prerequisite: LANG 120. Fall and Spring.

Add: On page 213, in place of deleted entry, MCOM 293, 294, 295:

293, 294, 295 Mass Media Workshop (2-4)

Development and practice of media production skills for journalism and public relations. Topics will vary and will be indicated in the titles of individual sections. The courses may contain a non-credit required laboratory component. MCOM 293, 294 and 295 may be repeated with different topic subheadings. Prerequisite: MCOM 201. Fall and Spring.

2. Delete: On page 213, the entry for MCOM 395:

395 Issues in Media Studies (4)

Exploration of current issues in Mass Communications, particularly Journalism and Public Relations. Topics will vary and may include subjects such as international mass communication, media and politics, social media, public relations, and privacy law. The topic covered in each section will be indicated in the title. MCOM 395 may be repeated with different topic subheadings. Prerequisite: MCOM 104 or 201, depending on section topic. Fall and Spring.

Add: On page 213, in place of deleted entry, MCOM 393, 394, 395:

393, 394, 395 Issues in Media Studies (4)

Exploration of important current issues in Mass Communication, particularly Journalism and Public Relations. Topics will vary and will be indicated in the titles of individual sections. Courses may contain a non-credit required laboratory component. MCOM 393, 394 and 395 may be repeated with different topic subheadings. Prerequisite: MCOM 104 or 201, depending on section topic. Fall and Spring.

3. Delete: On page 213, the entry for MCOM 495:

495 Media Studies Seminar (4)

In-depth exploration of specific Mass Communication subjects such as journalism, Public Relations or advanced print media skills. Topics will vary and may include subjects such as violence in media, crisis communication, public affairs journalism, privacy laws, and communication research. The topic covered in each section will be indicated in the title. MCOM 495 may be repeated with different topic subheadings. Prerequisites: MCOM 104, 201, 295, 395, and either 490 or 492; or permission of instructor. Fall and Spring.

Add: On page 213, in place of deleted entry, MCOM 491, 495, 496:

491, 495, 496 Media Studies Seminar (4)

Capstone experiences exploring specific Mass Communication subjects in- depth, focusing particularly on journalism, public relations or advanced print media skills. Topics will vary and will be indicated in the titles of individual sections. MCOM 491, 495 and 496 may be repeated with different topic subheadings. Prerequisite: MCOM 104, 201; VMP 205 and 8 hours of MCOM or VMP at the 300 or 400 level. See department chair.

Impact: The substance of the courses is not changed. The new language eliminates a list of sample topics. The course schedule is readily available so students can see the topics covered each semester. The Department webpage also highlights topics offered.

Rationale: The language of the current course descriptions is too cluttered. The new descriptions are simpler and remove the specificity of topics that are covered.

The prerequisites are cumbersome and in some instances incorrect, and the new descriptions correct this. In particular, students may take either VMP or MCOM seminars, regardless of whether their previously completed courses were in VMP or MCOM. The proposed new language reduces confusion about what is needed before a capstone experience. This is consistent with the overall streamlining of major requirements and departmental emphasis on media convergence. The VMP/MCOM split is largely appropriate for skills oriented courses. Issues and seminars should engage students interested in any area of Mass Communication.

In addition, although the current MCOM 295, 395 and 495 are repeatable, the Banner registration system does not recognize unique sections of a course in a single semester, and students cannot register for more than one section of a course each semester without a duplicate course override from the instructor. This leads to frustration on the part of students, faculty and administrators. Adding the

additional course numbers allows topics to be added to the schedule with unique course numbers and will eliminate the "duplicate course" registration errors seen by students.