Effective Date: Fall 2005

1. **Delete:** On pgs. 166, 167 and 167:
   
The entries for MCOM 321, 362, 386, 486

   **Impact:**
   Elimination of these courses makes room for other proposed changes in the MCOM curriculum.

   **Rationale:**
   MCOM 321 has been replaced by modifications in the existing MCOM 341 and 421. MCOM 362 and 386 have been offered infrequently and are not needed. MCOM 486 is redundant with MCOM 499.

2. **Add:** On pg. 166, new course, 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.

   **Impact:**
   MCOM 104 will be required for Mass Communication majors, and will be prerequisite to all “conceptual” (even numbered) MCOM courses. This course will be created as a “Diversity Intensive” course, for ILS purposes.

   **Other Programs:**
   MMAS may need to add MCOM 104 to their list of recommended courses to account for it’s prerequisite status. Please note, however, that this does not add hours to their curriculum, as this prerequisite will replace that of MCOM201, newswriting.

   **Resources:**
   No discernable impact on resources, as MCOM 101 and 102 will be phased out over the next three years to accommodate new ILS requirements.

   **Rationale:**
   Many mass communication programs (including our own in a previous version) feature an entry-level course on the subject of mass media and society. Our department, as an experiment, eliminated this introductory course. That has proved a mistake. We find our students lacking a common basis of knowledge of issues important to study in our field. Coincidently, the revision of UNCA’s general education program has stimulated a discussion among the mass communication faculty of the need to get ethics issues and diversity issues into the program earlier in the student’s career. Thus this new introductory course will be constructed as part of a possible cluster in ethics and a diversity intensive experience for beginning students. With the gradual elimination of the MCOM101 and 102 social science courses, we expect to make MCOM 104 available to student across the campus. We believe that we can offer a course that has both general and specific relevance, challenging non-majors and majors alike. We would envision this course as a prime candidate for clusters. Finally, we have introduced this course as prerequisite to all other mass communication conceptual (even numbered)
courses because the previous prerequisite of newswriting will intensify its skills focus as it moves to four-credit status. Newswriting is, thus, not a very good choice for prerequisite status.

3. Delete: On pgs. 167-168, in course descriptions for MCOM 364, 382, 384, 460, 482, 484:
   Prerequisite: MCOM 201 or 205;

   Add: On pgs. 167-168, in place of deleted entries and in entries for MCOM 380 and MCOM 388:
   Prerequisites: MCOM 104;

   Impact: None.
   Rationale: This is an editorial change to reflect the changes in the curriculum.

4. Delete: On pgs. 168-169, in course descriptions for MCOM 390, 490, 492:
   Prerequisite: A grade of C or better in MCOM 201 and 205; or MMAS 121;

   Add: On pgs. 168-169, in place of deleted entries:
   Prerequisite: MCOM 104.

   Impact: None.
   Rationale: This is an editorial change to reflect the changes in the curriculum.

5. Delete: On pg. 169, entry for VMP 205

   Add: On pg. 169, new courses, VMP 207 and VMP 209

   207 Video Production Design (2)
   Introduction to the process of visual media production, from a video perspective, emphasizing writing, aesthetics, visual composition and design. Heavy emphasis on format, structure, terminology, and safety issues. This course is prerequisite to all VMP courses. Fall and Spring.

   209 Video Production Elements (2)
   Introduction to the practice of visual media production, from a video perspective, emphasizing the elements of camera, light, sound and editing. This course emphasizes the actual production of video projects and requires an extensive out-of-class time commitment. Prerequisite: VMP 207. Fall and Spring.

   Impact: This proposed addition expands and replaces the old VMP205 (Basic Video Production). For majors interested in print media and/or research, the size of the major is reduced by one credit hour in the requirement of VMP 207 only. For students interested in video and film, the major is increased by two hours, as VMP 209 is prerequisite to all other production courses.

   Other Programs: MMAS will need to consider how to address the elimination of VMP 205.
Resources:
No perceivable impact on resources, except that equipment might receive a bit gentler handling, as only students completing VMP207 will be qualified to make extensive use of equipment and lab resources beginning with VMP 209.

Rationale:
Students typically underestimate the time, effort, and teamwork required for successful and effective visual media production. By breaking up the material into design and practice courses, and by requiring students to complete the rigorous design course first, students will need to have learned important basics before getting their hands on the equipment for extensive project work (in VMP 209). For students in MMAS interested in visual media, and for MCOM majors who wish to focus on print media or communication research, VMP 207 will provide the necessary video essentials.

6. Delete: On pg. 169, in course description for VMP 303:
   Prerequisite: MCOM 205;

Add: On pg. 169, in place of deleted entry:
   Prerequisite: VMP 209;

7. Delete: On pg. 169, in course description for VMP 305:
   Prerequisite: MCOM 303;

Add: On pg. 169, in place of deleted entry:
   Prerequisite: VMP 303;

8. Delete: On pg. 169, in course description for VMP 307:
   Prerequisite: MCOM 305;

Add: On pg. 169, in place of deleted entry:
   Prerequisite: VMP 305;

Impact: None.
Rationale: This is an editorial change to reflect the changes in the curriculum.