

APC CURRICULAR PROPOSAL FORM

CURRICULAR PROPOSAL: 2008-09

DEPARTMENT/SCHOOL:

Communication and Theatre, Social Sciences and Professional Studies

Special note: all of these changes are based on assessment data collected on student production skills during the past two years, and observations of the quality of student production values in the adv TV workshop course.

PROPOSAL I: Add/revive past course COM 242 Introduction to Video and Audio Production and title it: *COM 242 Introduction to TV and Film Production (3)* **to replace** COM 225 TV Workshop (1) as the introductory production course in the media communication and broadcast journalism majors. To be offered every semester.

Rationale: students increasingly enter with a broad range of pre-existing knowledge and skills, and we're getting students that we need to spend more time with to get them to an adequate knowledge and skill "baseline" before they enter the intermediate and advanced workshop and production courses. This will provide that time.

PROPOSAL II: Drop COM 215 Radio Workshop, and replace it with COM 275 Audio Production (2) (working title) course as a requirement in the Media Communication and Broadcast Journalism majors.

Rationale: we need to increase student knowledge and skill in this area, and this course will provide the time needed to do that.

PROPOSAL III: Drop one section of COM 150 Introduction to Media Communication (3) per year, and **offer one large section** (48 students) of this course per year.

Rationale: this represents a need to accommodate the additions we are planning above, and to not increase our teaching loads (and cost to the university) in a way that would cause the most important proposals (I and II) to be questioned/denied. Offering one less section of COM 150 frees us up to help us achieve this.

PROPOSAL IV: Adjustments in the writing electives for media communication: reduce the number of writing electives in the media communication major from six (6) units to three (3) units. Also, add WRI 312 TV Newswriting, as a writing elective in the major.

Rationale: with the additional credit hours added in I & II above, the reduction of writing elective hours represents a desire to not increase our major requirements and to keep our major hours in media comm as close to 40 credits as possible. I've found (here and elsewhere) that this tends to increase the number of hours that might be used for completing minors. The more heavy we are in our major reqs, the less chance students have to opt to take on (and complete) minors. Also, our assessment data in this area is

quite good, and anecdotal evidence from polling students suggests that our scriptwriting class (that is focused on TV and film writing)—combined with repetition and practice in our TV Workshop courses, is primarily responsible for the high ratings on scriptwriting.

The addition of WRI 312 as an elective in media comm represents a desire to encourage media comm majors to take COM 445 TV News and WRI 312 concurrently—as desired by the broadcast journalism faculty.

Note: I am not suggesting that media communication students will be required to take these concurrently. There are some media comm students that might be interested in taking both concurrently, but my polling (as of yesterday) suggests that all media comm majors in the advanced TV workshop course that will be taking it again next term are planning on not taking either the WRI 312 or the COM 445 courses in the spring. So, what I'm going to do—to help make sure you have the numbers to conduct a live newscast—is to allow TV Workshop students (already with studio news prod exp) to get hours by working on the Coastline Newscast. Let me know if you're interested in allowing this.