

CURRICULAR PROPOSAL 2008-2009

DEPARTMENT OF COMMUNICATION & THEATRE

- Proposal I: Count COM 231 (3) Argumentation and Debate as an alternative to COM 100 (3) Principles of Human Communication for the general education requirement in the Critical Thinking and Communication subsection of the Developing Cognitive Abilities area outlined in the undergraduate catalog.
- Proposal II: Add COM422 to the list of upper-division requirements for the Communication major and add the phrase *By Consent of Instructor*.
- Proposal III: Drop COM215 Radio Workshop (1) from the course offerings and replace it with the NEW course COM275 Audio Production (2). List COM275 as a prerequisite for COM435.
- Proposal IV: Drop COM415 Advanced Radio Workshop (1) from the course offerings and replace with the NEW course COM435 Advanced Audio Production (1).
- Proposal V: Require only one (1) unit of COM435 Advanced Audio Production (1) in the Upper-Division requirements of the Broadcast Journalism major.
- Proposal VI: Drop COM 225 TV Workshop (1) and replace with the NEW course COM 243 Introduction to TV and Film Production (3). COM243 is to be a required course in the major.
- Proposal VII: Reduce the number of writing electives in the media communication major from six (6) to three (3) units.
- Proposal VIII: Add COM 420 Practicum (1-2) as an elective in the media communication performance concentration.
- Proposal IX: Delete COM 421 Internship (3) from upper division requirements in the media communication film studies concentration.
- Proposal X: Add two additional upper division electives for the media communication film studies concentration. The course are COM 442 Field Production (2) and COM 443 Studio Production (2) as electives.

Total course additions: 3

Total course deletions: 3

Total unit additions: 6

Total unit deletions: 3

Staffing increase/decrease: 0 Currently, three (3) units load credit are given each semester for the professor teaching COM215 (1) and COM415 (1). The professor will now teach COM 275 (2) and COM 435 (1) for the same 3 units. Also, three (3) units load credit are given each semester for the professor teaching COM 225 (1) and COM 425 (1). The professor will now teach COM 243 (3) for those 3 units each semester. The COM 425 unit each semester will be covered by offering COM150 (3) once a year rather than twice a year.

Library Collection Impact: None

DEPARTMENT OF COMMUNICATION AND THEATRE

APC PROPOSALS

Proposal I: Count COM 231 (3) Argumentation and Debate as an alternative to COM 100 (3) Principles of Human Communication for the general education requirement in the Critical Thinking and Communication subsection of the Developing Cognitive Abilities area outlined in the undergraduate catalog.

Rationale: The argumentation and debate course meets and exceeds the relevant principles, material and exercises provided in COM 100 as they relate to developing critical thinking, cognitive, and oral competency abilities. Other schools such as Wheaton and Biola similarly allow for debate to meet the basic public speaking requirement.

Catalog Copy:

COM231 (3) Argumentation and Debate

A study of the development of argumentation from classical rhetoricians to contemporary research theories. Practical application of this study through participation in debates and other forensic experiences. Offered each fall. Fulfills COM100 General Education requirement.

Units Added or Dropped: No Change

Staffing Impacts: Minimal.

Proposal II: Add COM422 to the list of upper-division requirements for the communication Major and add the phrase *Consent of Instructor required* to the course description.

Rationale: The course will result in the construction of a portfolio and the application of other evaluative instruments that can be used in institutional systematic assessment, submission to graduate school, and/or other professional applications. Consent of the instructor should be required, and the catalog copy should reflect this requirement. The addition of this requirement raises the total unit count for the communication major public address concentration to 47-49 units.

Catalog Copy:

UPPER-DIVISION CORE REQUIREMENTS

COURSE #	TITLE	UNITS
COM 422	Portfolio Construction	1
COM 460	Rhetorical Theories and Models	3
COM 465	Communication Theories and Research	3
COM 485	Communication, Values, and Society	2
	TOTAL	9

COM422 (1) Portfolio Construction

Completion of a portfolio and supporting documentation for assessment and preparation for employment. *Consent of Instructor required.*

Units Added/Dropped: +1 to Communication major requirements.

Staffing impact: Minimal. Communication professors will share this responsibility in a manner similar to other communication practicums.

Proposal III: Drop COM215 Radio Workshop (1) and replace with the NEW course COM275 Audio Production (2) and require of all media majors.

Rationale: At present, Point Loma does not offer an audio or radio major. Because of this, only a limited number of radio courses exist. Despite the lack of a major, media communication and broadcast journalism students need to acquire skills in various facets of audio production. The present one-hour radio workshops do not provide enough class time to adequately cover the subject matter.

COM215 and COM415 largely are used as a means to offer credit for students working at KPLR. The proposed new course will enhance student skills. At the same time, retaining a workshop course will continue to provide credit for students who work on the campus station. This will give students who want to work in radio after graduation a means of strengthening their skills and providing content for their portfolio. Additionally, media communication students will benefit from knowledge of audio production.

In addition to student benefits, PLNU will experience positive results from this change. Rather than being seen as simply a student radio station, KPLR has a chance to expand its offerings and reach out to alumni and churches. This necessitates improved quality, which will be met by students who have taken the audio production course.

Catalog Copy:

COM275 (2) Audio Production

A basic course that provides students with skills in writing and production of audio content for radio (e.g., commercials, promotional announcements, PSAs), and TV and film (multi-track recording, mixing, and sound effects). The course also deals with announcing, acoustics, microphones, and remote broadcasts. The course is required for broadcast journalism majors and other students desiring to work at KPLR. Offered Fall and Spring.

Units Added/Dropped: +1

Staffing Impact: None

Proposal IV: Drop COM415 Advanced Radio Workshop from the course offerings and replace with the NEW course COM435 Advanced Audio Production.

Rationale: This description provides more specificity in terms of course content and expectations.

Catalog Copy:

COM435 Advanced Audio Production (1)

Required for broadcast journalism majors and students desiring to work at KPLR. Students are responsible for a minimum of 30-hours per semester of work, including music programming, news, sports, and station management. Offered Fall and Spring. May be repeated up to a total of four units. *Prerequisite:* COM275 Audio Production.

Units Added/Dropped: 0

Staffing Impact: None

Proposal V: Require only one (1) unit of COM435 Advanced Audio Production (1) in the Upper-Division requirements of the Broadcast Journalism major.

Rationale: With the additional units required by the replacement courses COM275 Audio Production (2) and COM243 Intro to TV and Film Production (3), reducing the requirement of COM435 Advanced Audio Production (1) to one unit, keeps the overall total units for the broadcast journalism major to 45-47 units.

Units Added/Dropped: -1 from broadcast journalism major. See Proposal IV.

Staffing Impact: None

Proposal VI: Drop COM225 TV Workshop (1) and replace with the NEW course COM243 Introduction to Video and Audio Production (3) as the introductory production course in the media communication and broadcast journalism majors. Required of media majors. To be offered every semester.

Rationale: The present introductory level, one (1) unit COM 225 TV Workshop course does not provide enough time for all students to grasp and begin to practice the fundamentals of production. The additional weekly two hours of class will provide the time needed to cover course content more effectively.

Catalog Copy:

LOWER-DIVISION CORE REQUIREMENTS

COURSE	TITLE	UNITS
COM 150	Intro to Media Communication	3
COM 175	Scriptwriting for Television and Film	3
COM 195	Media Literacy	3
COM 243	Introduction to TV and Film Production	3
COM 275	Audio Production	2
WRI 215	Newspaper Workshop <i>OR</i>	1
WRI 216	Literary Magazine Workshop <i>OR</i>	1
WRI 217	Yearbook Workshop	1
	TOTAL	15

COM243 Introduction to TV and Film Production (3)

Fundamentals of studio and field TV and film production. This includes basic technical and creative aspects of camera, lighting, sound, graphics, producing, directing, and editing. Offered fall and spring.

Units Added/Dropped: +4(2 each semester)

Staffing Impact: Minimal. See top of document under Staff increase/decrease.

Proposal VII: Reduce the number of writing electives in the media communication major from six (6) units to three (3) units and remove WRI 350 from the list of choices.

Rationale: With the much-needed additional hours in production, there is a need to keep the major unit requirements as close to 40 hours as possible. This tends to encourage media communication majors to complete academic minors while at PLNU. Also, assessment data on student work reveals that media communication students' scriptwriting has been rated above-average (for entry-level professional) for the past two years, and students attribute this to the scriptwriting course and repetitive nature of writing in COM425 TV Workshop as the primary reasons for their success in scriptwriting.

Catalog Copy:

WRITING ELECTIVES

Choose one (1) course from:

WRI 250 Intro to Journalism	3
WRI 320 Creative Writing:Mixed	3
WRI 322 Creative Writing:Fiction	3
WRI 323 Creative Writing:Non-Fiction	3
TOTAL	3

Units added/dropped: 0

Staffing Impact: None

Proposal VIII: Add COM 420 Practicum (1-2) as an elective in the media communication performance concentration.

Rationale: Students majoring in the media communication performance concentration do not have the same opportunities that production concentration students have. This will allow our advanced performance concentration majors to perform in (and get elective credit for) independent student films and television shows that are being produced for practicum credit.

Catalog Copy:

PERFORMANCE

COURSE	TITLE	UNITS
<i>Take a total of 8 units from:</i>		
COM 435	Advanced Audio Production	1
COM 425	Advanced TV Workshop	1
COM 231	Argumentation & Debate	3
COM 260	Advanced Public & Professional Speaking	3
COM 445	Television News	3
COM 250	Voice and Diction	2
TRE 270	Acting I	3
COM 420	Communication Practicum	1
	TOTAL	8

Units added/dropped: 0

Staffing Impact: None

Proposal IX: Delete COM 421 Internship from upper division requirements in the media communication film studies concentration.

Rationale: Students majoring in media communication film studies are required to take six (6) units of internship credit in the required Los Angeles Film Studies Center (LAFSC). This additional department internship requirement is not necessary.

This proposal, along with the others described above, will have a net effect of lowering the total unit requirements in the major from 51 units to 50 units.

Units added/dropped: 0

Staffing Impact: None

Proposal X: Add two additional upper-division electives in media communication film studies concentration. The courses are COM 442 Field Production (2) and COM 443 Studio Production (2).

Rationale: Media communication film studies concentration majors presently have no upper division TV/film production elective courses offered on campus in their major. This will provide them with two options for doing this.

Catalog Copy:

UPPER DIVISION ELECTIVES

Choose nine (9) units from the following courses:

COM 300	Narrative and Documentary Film	3
COM 340	Organizational Communication	3
COM 390	Introduction to Public Relations	3
COM 350	Electronic Media	3
COM 490	Special Topics in Communication 1-3	
WRI 340	Media Ethics and Law	3

Students with a film studies concentration may also select the following two courses.

COM 442	Field Production	2	3
COM 443	Studio Production	2	

TOTAL 9

Units added/dropped: 0 The overall effect of the above proposals to the media major will result in the media major with film concentration being reduced from 51 units to 49 units.

Staffing Impact: None