

UNIVERSITY OF ARKANSAS AT PINE BLUFF

COURSE CHANGE REQUEST FORM

(Please use a separate form for each course. Submit the original form to the chair of the Academic Affairs and Educational Policies Committee. Submit one copy of the request to EACH member of the Academic Affairs and Educational Policies Committee).

1. School: ARTS & SCIENCES Department ENGLISH THEATRE & MASS COMMUNICATIONS

2. Code: MCOM Course Number: 3301 Title: History of Mass Media

3. Course description exactly as it is to appear in the catalog: (LIMIT DESCRIPTION TO 100 WORDS OR LESS).

The history of mass media from its origin to the present. Also examines the contributions diverse populations have made to the history of mass communications. Offered: Fall and Spring.

4. Course Objectives:

Upon completion of this course, the student will have:

- knowledge and understanding of mass communications history in America
- knowledge and understanding of how media history contributes to other disciplines
- the ability to identify trends and innovations which have impacted the development of the mass communications profession
- the ability to analyze past and current trends in history in order to make rational, logical and critical analyses about possible future trends
- knowledge and understanding of the contributions diverse populations have made to the history of American mass media

5. Recommended textbook(s) or text materials:
American Media History, Anthony Fellow (author)

6. Prerequisites (if any): None

7. Course Duplication: Is this course similar in content to present offerings in other departments of the University? If yes, explain. No.

8. Justification: Make the justification specific in terms of the need, clientele to be served, the contribution the course makes to a specific degree program, how those needs have been met in the past, and courses to be dropped or replaced by the course requested. (LIMIT STATEMENT TO 250 WORDS OR LESS).

Code change

The request is to change the name of the course from The History of American Journalism to The History of Mass Media. The description in the college catalog also will be changed.

9. Justification for course numbering (freshman, sophomore, junior, senior):

Junior Level Course

10. Prospective instructor: Staff

11. When will the course first be offered? Fall 2017

12. How often will the course be offered? Fall and Spring

13. Submitted by: Dr. Ann White Nov. 2, 2016
Date

14. Approved by: *Dorothy Robillard* 3/8/17
Department Curriculum Committee (Chair) Date

15. Approved by: *Paul H. 2* 3/8/17
Department Chair Date

16. Approved by: *Andrew Stewart* 3/9/17
Dean of School Date

17. Approved by: _____
Teacher Education Committee (Chair) Date

18. Approved by: *Verma K. Jones* 3/13/17
Academic Affairs and Educational Policies Committee (Chair) Date

19. Approved by: *Jacquelyn W. McGray* 4-2-17
Vice Chancellor for Academic Affairs Date

20. Approved by: _____
Faculty/Staff Senate President Date

21. Approved by: _____
Chancellor Date

Question 8:

Justification

The request is to change the name of the course from The History of American Journalism to The History of Mass Media. The name should be changed because the history of journalism did not begin in America. The national and international origins of journalism will be examined in this class. The course also examines other areas of mass media including broadcast, public relations, advertising and social media.

University of Arkansas at Pine Bluff
School of Arts and Sciences
Department of English, Theatre and Mass Communications
History of Mass Media
MCOM 3301

Textbook: *Voices of a Nation: A History of Mass Media in the United States*, 5th Edition, Jean Folkerts, Dwight Teeter, and Ed Caudill

Credit Hours: 3

Instructor:

- Name
- Office Location and Office Hours
- Telephone, Fax and Email

Course Objectives (Aligned with NCTE Standards)

Upon completion of this course, the student will have:

- knowledge and understanding of mass communications history in America
- knowledge and understanding of how media history contributes to other disciplines
- the ability to identify trends and innovations which have impacted the development of the mass communications profession
- the ability to analyze past and current trends in history in order to make rational, logical and critical analyses about possible future trends
- knowledge and understanding of the contributions diverse populations have made to the history of American mass media

Course Description

History of American mass media from its origin to the present

Prerequisites

None

Course Outline – List of topics to be taught in the order in which they will be taught, readings associated with the topics, as well as dates for exams, and due dates for assignments;

Bibliography

Taking Their Place: A Documentary History of Women and Journalism, 2nd Edition, Sheila J. Gibbons Maurine H. Beasley.

The Invention of News: How the World Came to Know About Itself, Andrew Pettegree.

A History of the Black Press (Moorland-Spingarn Series), Armistead S. Pride.

The Race Beat: The Press, the Civil Rights Struggle, and the Awakening of a Nation, Gene Roberts.

Raising Her Voice: African-American Women Journalists Who Changed History, Rodger Streitmatter.

Mightier than the Sword: How the News Media Have Shaped American History, 4th Edition, Rodger Streitmatter

Whither the Black Press? Glorious Past, Uncertain Future, Clint C. Wilson II.

Expectations for Students – Policies and procedures that govern class participation and student outcomes, i.e. departmental procedures, policy on students with disabilities, grading system, expectations for class attendance statement, academic integrity, and any other departmental or school procedure.

UAPB Statement on Academic Dishonesty – UAPB reserves the right to withdraw any student who fails or refuses to abide by rules and regulations governing student life including academic dishonesty. Academic dishonesty includes, but is not limited to, misconduct during testing periods, and inadequate acknowledgement of source materials on term papers and other assignments that show evidence of plagiarism. The following actions may result when academic dishonesty is evident: awarding a failing grade for the test or assignment on which the dishonesty occurred, suspension from the class, or other potential sanctions identified by the instructor in the course syllabus.

Given the varied nature of instruction and course delivery, the responsibility for ensuring adherence to and compliance with this policy is assigned to the department chairperson and should be monitored by the dean of the school.