

UNIVERSITY OF ARKANSAS AT PINE BLUFF

NEW COURSE 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 and Sciences Department: English Theatre and Mass Communications
2. Code: MCOM Course Number: 3305 Title: Mass Communications Theory & Research
3. Course description exactly as it is to appear in the catalog: (LIMIT DESCRIPTION TO 100 WORDS OR LESS).

A study of research techniques commonly utilized in the mass media with a broad overview of mass communications theory The course is designed to help students develop an understanding of theory and research for application in their own fields, and to interpret the effects of mass communication in a variety of contexts. Offered: Spring.

4. Course Objectives:

Students will:

- Develop awareness and basic understanding of theories that deal with mass communication.
- Trace the historical development of media theories.
- Develop a personal perspective on mass media.
- Prepare for advanced courses in communication theory, law, psychology, sociology, or related fields.
- Encourage the application of communication theory in everyday life.
- Increase understanding about the relationship between theory and research and how communication scholarship is produced under the direction of theory.
- Cultivate a perspective of critical thinking so that strengths and weaknesses of various theoretical perspectives can be identified and appreciated.
- Understand a broad range of approaches to mass communication theory and models.
- Describe the ideas that influence the practice and development of communication systems (i.e., print, radio, television, internet, etc.).

5. Recommended textbook(s) or text materials:

Mass Communication Theory: Foundations, Ferment, and Future, 6th Edition, Stanley J. Baran and Dennis K. Davis

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).

In order to understand the effects of mass communication on society students need to understand the theories that explain mass media and the impact it has on the world. The course also is designed to prepare students for further study in the area of mass communications theory or for advanced study in the theories that shape psychology, sociology and related fields. After taking the class, students will have an understanding of the steps needed to conduct mass communications research and how to prepare research papers on topics related to the mass media.

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

Students may begin taking this course at the junior level.

10. Prospective instructor: Staff

11. When will the course first be offered? Spring 2018

12. How often will the course be offered? During the Spring Semester

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

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

15. Approved by: Paul H. [Signature] 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: Terma K. Jones 3/13/17
Academic Affairs and Educational Policies Committee (Chair) Date

19. Approved by: Jacquelyn W. McCoy 4-3-17
Vice Chancellor for Academic Affairs Date

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

21. Approved by: _____
Chancellor Date

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

Course Title: Mass Communications Theory and Research

Course Prefix and Number: MCOM 3305

Course Description: A study of research techniques commonly utilized in the mass media with a broad overview of mass communications theory. The course is designed to help students develop an understanding of theory and research for application in their own fields, and to interpret the effects of mass communication in a variety of contexts. Offered: Spring.

Prerequisites: Completion of required math course recommended.

Textbook(s): *Mass Communication Theory: Foundations, Ferment, and Future*, 6th Edition, Stanley J. Baran and Dennis K. Davis

Credit Hours: 3

Instructor: Staff

Name

Office Location and Office Hours

Telephone, Fax and Email

Course Objectives:

- Develop awareness and basic understanding of a broad range of theories that deal with mass communication.
- Trace historical developments of media theories.
- Develop a personal perspective on mass media.
- Prepare for advanced courses in communication theory, law, psychology, sociology, or related fields.
- Encourage the application of communication theory in everyday life.
- Increase understanding about the relationship between theory and research and how communication scholarship is produced under the direction of theory.
- Cultivate a perspective of critical thinking such that strengths and weaknesses of different theoretical perspectives can be identified and appreciated.
- Understand a broad range of approaches to mass communication theory and models.
- Describe the ideas that influence the practice and development of communication systems (i.e., print, radio, television, internet, etc.).

Course Description: A study of research techniques commonly utilized in the mass media with a broad overview of mass communications theory. The course is designed to help students develop an understanding of theory and research for application in their own fields, and to interpret the effects of mass communication in a variety of contexts. Offered: Spring.

Prerequisites: Completion of required math course recommended.

Expectations for Students:

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.

1. Prospective director, coordinator, or instructor: Dr. Ann White
2. When will the proposed action become effective? Fall 2017
3. Submitted by: Dr. Ann White Nov. 2m 2016
Date
4. Approved by: _____
Department Curriculum Committee (Chair) Date
5. Approved by: _____
Department Chair Date
6. Approved by: Andrea Stewart 3/9/17
Dean of School Date
7. Approved by: _____
Teacher Education Committee (Chair) Date
8. Approved by: Verma R. Jones 3/13/17
Academic Affairs and Educational Policies Committee (Chair) Date
9. Approved by: Jacquelyn W. McOray 4-3-17
Vice Chancellor for Academic Affairs Date
10. Approved by: _____
Faculty/Staff Senate President Date
11. Approved by: _____
Chancellor Date