

# 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 & Mass Communications

2. Code: MCOM Course Number: 3309 Title: Diversity in the Mass Media

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

An examination of the roles, impact, portrayals, perceptions, contributions and challenges of minorities in mass media content and media professions. **Offered: Fall.**

4. Course Objectives:

Students who take this course will:

- Evaluate news values in the context of diverse human experiences, identities and cultures.
- Recognize power relationships, including the relative privilege or marginalization of social groups, including one's own.
- Recognize, report on, analyze and discuss structures that lead to inequity and injustice.
- Identify media practices, frames and other effects that shape perceptions about difference, inequity and appropriate policies in areas such as health, education, crime and government.
- Appreciate the importance of journalism in a democratic society, especially as related to representations of race, gender, generation, geography, religion and physical ability.
- Learn critical theories and approaches with which to evaluate media in terms of race/ethnicity, nationality, gender, class, age, sexuality, and/or ability, through reading and understanding existing research and analysis.
- Gain greater critical awareness and cultural sensitivity as it relates to professional media practices and with which to build community, civic engagement, and character in everyday life.
- Appreciate and engage with the ethical issues and personal challenges posed by reporting across social difference.

5. Recommended textbook(s) or text materials:

Race/Gender/Class/Media 3.0: Considering Diversity Across Audiences, Content, and Producers, 3rd edition, by Rebecca Ann Lind

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).

Students will develop a more profound understanding of mass communications if they are aware of how media operates in any given society. They need to be aware of how a negative news story during an evening news cast could stereotype an entire community of people. Students need to understand the importance of a fair and unbiased media, and when media systems are not operating in the best interests of all citizens.

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

This is 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? During the Fall term

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. 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. McVay* 4-2-17  
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:** Diversity in the Mass Media

**Course Prefix and Number:** MCOM 3309

**Course Description:** An examination of the roles, impact, portrayals, perceptions, contributions and challenges of minorities in mass media content and media professions. Offered: Fall.

**Prerequisites:** None

**Textbook (s):** Race/Gender/Class/Media 3.0: Considering Diversity across Audiences, Content, and Producers, 3<sup>rd</sup> edition, by Rebecca Ann Lind

**Credit Hours:** 3

**Instructor:** Staff

Name

Office Location and Office Hours

Telephone, Fax and Email

**Course Objectives:**

- Evaluate news values in the context of diverse human experiences, identities and cultures.
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**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:**

**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, Interim Director, Mass Communications
2. When will the proposed action become effective? Fall 2017
3. Submitted by: Dr. Ann White Nov. 2, 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: \_\_\_\_\_  
Academic Affairs and Educational Policies Committee (Chair) Date
9. Approved by: \_\_\_\_\_  
Vice Chancellor for Academic Affairs Date
10. Approved by: \_\_\_\_\_  
Faculty/Staff Senate President Date
11. Approved by: \_\_\_\_\_  
Chancellor Date