

# 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: 3311 Title: Media News Writing I

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

Techniques of newsgathering with practical experience in interviewing and reporting for the news media. Lab/production work required. Can be taken concurrently with MCOM 2327.

4. Course Objectives:

Upon completion of this course, students will be able to:

1. Read a wide range of print and non-print text to build an understanding of texts, of themselves, and of the cultures of the United States and the world; to acquire new information; to respond to the needs and demands of society and the workplace; and for personal fulfillment. Among these texts are fiction and nonfiction, classic and contemporary works.
2. Apply a wide range of strategies to comprehend, interpret, evaluate, and appreciate texts. They draw on their prior experience, their interactions with other readers and writers, their knowledge of word meaning and of other texts, their word identification strategies, and their understanding of textual features (e.g., advertising, media, marketing, promotion).
3. Apply knowledge of advertising structure, advertising conventions, media techniques, and genre to create, critique, and discuss print and non-print texts.
4. Conduct research and write stories on issues and interests, generating ideas and questions. They gather, evaluate, and synthesize data from a variety of sources (e.g., print and non-print texts, artifacts, people) to communicate their discoveries in ways that suit their purpose and audience.
5. Use a variety of technological and information resources (e.g., libraries, databases, computer networks, video) to gather and synthesize information and to create and communicate knowledge.
6. Participate as knowledgeable, reflective, creative, and critical members of a variety of literacy communities.
7. Use spoken, written, and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion, and the exchange of information).
8. Read a wide range of literature from many sources in many genres to build an understanding of the many dimensions (e.g., philosophical, ethical, aesthetic) of human experience.

9. Employ a wide range of strategies as they write and use different writing processes elements appropriately to communicate with different audiences for a variety of purposes.

5. Recommended textbook(s) or text materials:

*Writing for the Mass Media*, Ninth Edition by James G. Stovall and *The Associated Press Stylebook*, 2016. Students also should have access to a dictionary and a thesaurus.

6. Prerequisites (if any): ENG 1311 and 1321

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).

Change the name of the course from News Reporting I to Media News Writing I to incorporate the technological changes occurring in mass communications into the classroom.

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

This is a junior level course.

**Question 8:**

**Justification**

Change the name of the course from News Reporting I to Media News Writing I to incorporate the technological changes occurring in mass communications into the classroom

Course Change Request

10. Prospective instructor: Staff

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

12. How often will the course be offered? Fall

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: Andrea Stewart 3/9/17  
Dean of School Date

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

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

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

20. Approved by: \_\_\_\_\_  
Faculty/Staff Senate President Date

21. Approved by: \_\_\_\_\_  
Chancellor Date

