

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: 3312 Title: Media News Writing II

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

Advanced skills used in gathering, writing and producing news for print, broadcast and Internet delivery. Lab/production work required.

4. Course Objectives:

Upon completion of this course, the student will be able to:

1. Read a wide range of print and non-print text to build and 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 on issues and interests by generating ideas and questions, and by posing problem. 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 fo 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).

5. Recommended textbook(s) or text materials:

Writing and Reporting News: A Coaching Method by Carole Rich and *The Associated Press Stylebook*.

6. Prerequisites (if any): **ENG 1311 and 1321; MCOM 2327, MCOM 3311.**

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 II to Media News Writing II 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 II to Media News Writing II 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? Spring 2018
12. How often will the course be offered? 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. [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: *Verma K. Jones* 3/13/17
Academic Affairs and Educational Policies Committee (Chair) Date
19. Approved by: *Jacquelyn W. McWay* 4-3-17
Vice Chancellor for Academic Affairs Date
20. Approved by: _____
Faculty/Staff Senate President Date
21. Approved by: _____
Chancellor Date