

NEW, REVISED, OR DELETED PROGRAM COVER SHEET  
2000-2001  
University Curriculum Committee  
Undergraduate Programs (Majors, Minors, Sequences)

DEPARTMENT Communication DATE September 26, 2002

PROGRAM: Mass Communication

A. Proposed Action: (more than one item may be checked if a revision).

- New Major CIPS CODE \_\_\_\_\_ (obtain from Planning, Policy Studies and Info Systems)
- New Minor CIPS CODE \_\_\_\_\_ (obtain from Planning, Policy Studies and Info Systems)
- New Sequence (new) Interactive Media Sequence in (existing) Mass Communication Major
- Change in requirements for major
- Change in requirements for minor
- Change in requirements for sequence
- Other program revisions
- More than 50% of courses in this program are distance education.
- Program deletion

B. Summary of proposed action (see Part A), including title and exact Undergraduate Catalog copy for a new or altered program. (See Catalog and Program Checklist for format and examples.) Provide a summary of the revisions in addition to the exact current Catalog copy.

SUMMARY: This proposal requests creation of an interactive media sequence under the existing Mass Communication program, which currently includes only non-binding concentrations.

C. Routing and action summary:

1. _____ Department Curriculum Committee Chair	_____ Date Approved	4. _____ College Dean	_____ Date Approved
2. _____ Department Chair	_____ Date Approved	5. _____ Teacher Education Council Chair if appropriate (10 copies to the Dean of the College of Education)	_____ Date Approved
3. _____ College Committee Chair	_____ Date Approved	6. _____ University Curriculum Committee Chair (8 copies to the Undergraduate Studies)	_____ Date Approved

Submit 20 copies of NEW Undergraduate proposals to University Curriculum Committee

Submit 8 copies of REVISED Undergraduate proposals to University Curriculum Committee

All new and deleted programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate. The Senate rules mandate electronic submission (in MS Word or HTML format) of all materials for website posting

3/00

## PART A: Program Description and Explanations (New or Revised Programs)

Institution: Illinois State University

Responsible Department: Communication

Proposed Program Title: Interactive Media Sequence, Mass Communication

Previous Program Title: n/a

CIPS classification: n/a (existing program)

Date of Implementation: 2004-2005 Undergraduate Catalog

Description of Proposed Program or Name Change: This proposal requests creation of an interactive media sequence under the existing Mass Communication program, which currently includes only non-binding concentrations.

**MAJOR IN MASS COMMUNICATION PROGRAM (PROPOSED CATALOG COPY)**

-39 hours required.

-Required Courses: COM 111, 160, 161, 260 or 360, 297, 361, 367

-A minimum of 24 senior hours including at least 12 hours at the 300 level (excluding 398).

-Mass Communication majors must complete a minor or second major in a department other than communication.

-A maximum of 9 hours can be counted concurrently toward the Mass Communication major and other majors or minors within the Department of Communication.

-Sequences: Mass Communication majors must choose and complete a sequence of courses in either radio, television, or interactive media. The sequences are listed below:

-Radio Sequence: 162, 262, 264 or 271, and 364, plus six hours of communication electives.

-Television Sequence: 163, 263, 264 or 271, 364, plus six hours of communication electives.

-Interactive Media Sequence: 218, 240, 241, 318 or 362, and 366, plus three hours of communication electives.

-Students may include a maximum of 6 hours of Professional Practice 398 toward their sequence electives.

-Students may repeat COM 263 or 267 one additional time, but only three hours of the course may count toward the major.

-Additional electives: COM 228, 263, 266, 267, 268, 304, 324, 329, 355, 363, 370, 371, 398.

Rationale for Proposal: Current Mass Communication requirements include only concentrations. This presents a problem. The students are not bound by the recommendations outlined in said concentrations. Knowing this, many students ignore essential, yet non-binding offerings. This sequence creates a coherent track for professional preparation. The substantial core requirements have always guaranteed a liberal education. Now, this defined sequence will adequately prepare students for entry-level employment in the interactive media industry. Additionally, this specific preparation would be duly noted on diplomas and transcripts.

Creation of an Interactive Media Sequence recognizes a growing market demand for entry-level employees who can develop World Wide Web and other digital capabilities. It is important to note that media convergence between the traditional media (e.g., radio, television, and print publications) creates upwardly mobile opportunities for students who understand the technical and persuasive characteristics of these emergent media.

COE Conceptual Framework: n/a

Expected Impact of Proposal on Existing Programs: None. These sequences mirror existing course expectations.

Expected Curricular Changes: As noted in the proposed "Change in Requirements for Major," the only curricular changes are the new choice between COM 360 and COM 260 in the mass communication core and the allowance of six hours of professional practice (COM 398). The sequence proposed here mirrors an existing concentration.

Milner contacted to Determine Sufficient Resources: n/a

Anticipated Staffing Arrangements: No changes to current staffing are anticipated. All courses are in place and taught regularly.

Anticipated Funding Needs and Source of Funds: n/a

PART B: Other Requirements

Letters of concurrence from affected departments: n/a

Program does not require more than 124 semester hours of course work.

Major for B.A., B.S., B.E.Ed. does not require more than 55 semester hours.

Major does not mandate more than 76 semester hours excluding General Education.

Major program does not stipulate a specific general education course from Communication as part of major requirement.

Minors are not impacted by this proposal.

#### CURRENT CATALOG COPY:

#### MAJOR IN MASS COMMUNICATION PROGRAM

-39 hours required.

-Required Courses: COM 111, 160, 161, 260, 297, 360, 361, and 367

-A minimum of 24 senior hours including at least 12 hours at the 300 level (excluding 398).

-Mass Communication majors must complete a minor or second major in a department other than communication.

-A maximum of 9 hours can be counted concurrently toward the Mass Communication major and other majors or minors within the Department of Communication.

-15 hours of electives, to be chosen in consultation with a departmental advisor, Students are encouraged, but not required, to choose electives from a concentration that reflects their career options.

-Students may include a maximum of 3 hours of Professional Practice 398 toward their major electives.

-Concentrations: Mass Communication majors must choose five additional mass communication courses as electives in order to complete their major plan of study. Students may choose these from groups of courses called concentrations. The elective concentrations represent various media career options such as print or broadcast journalism, radio and television broadcast production, international communication, and visual (graphics) communication. Students may choose one or more concentrations or choose from additional mass communication electives to complete their plan of study. Recommended courses for each concentration are listed below.

Broadcast Journalism: COM 162 or 163, 167, 264, 267.

Radio Production: COM 162, 264, 364, 398

Television Production: COM 163, 263, 362, 398

International Communication: COM 165 or 167, 218, 369, 372

Print Journalism: COM 165, 166, 265, 269, 385

Visual Communication: COM 240, 241, 365, 366

-Additional electives: COM 228, 266, 268, 304, 324, 329, 355, 363, 370, 371, 398.

-Students may repeat COM 263 or 267 one additional time, but only three hours of the course may count toward the major.