

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
- Change in requirements for major (Mass Communication)
- 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 that Mass Communication majors be allowed to take COM 260 or COM 360, rather than be required to take both classes as currently required for the major core. It also asks that students be allowed to take up to six hours of professional practice (COM 398).

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: Mass Communication (changes to program requirements)

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 that Mass Communication majors be allowed to take COM 260 or COM 360, rather than be required to take both classes as currently required for the major core. It also asks that students be allowed to take up to six hours of professional practice (COM 398).

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: While the content of both COM 260 and COM 360 is important to mass communication scholars, department faculty believe students should have the option of choosing a critical/qualitative (COM 260) or quantitative (COM 360) approach to mass communication theory. Allowing three additional hours of professional practice will accommodate students needing both on-campus and off-campus internships in their areas of specialization.

COE Conceptual Framework: n/a

Expected Impact of Proposal on Existing Programs: The changes will affect Mass Communication majors only and are complementary to the attached proposals establishing sequences.

Expected Curricular Changes: The only major 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). These changes are also accompanied by the attached proposals to establish sequences.

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.