

LSC Use Only

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Number: 92-40
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Date: 3/9/93
Send App 4/6/93

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: Communications Media in American Society

Suggested 20 Character Course Title: CM in Amer Society

Department: _____

Request for Course Name Change

I Description of Curriculum Change

1. Catalog Description etc. It is proposed that the Department of

CM 101 Communications Media in American Society

Catalog Description: Introduction to the evolution, status, and future of

Communications Media 101

Course Syllabus

What impact does and can media communications have on our decisions and values? How does the television programs in remote India effect everyday life and values? In order for us to answer such questions and in turn be informed consumers, it is important that we have knowledge about the traditions, technology, economics and ethical issues of electronic media. Therefore the main purpose of this course is to help you understand and

Readings You are expected to read the text assignments **BEFORE** the class session so that you may contribute to discussions and ask questions. Classroom discussion quizzes, and test will cover this material and classroom presentations.

You will also be required to read the book **Three Blind Mice**. You will probably enjoy this selection. We will discuss this book in class and you will be asked to answer several essays on the book for one of the exams.

Attendance Class attendance will be to your benefit. During class time we will not only discuss the required readings but we will often cover addition material which may be included on a test.

Tests and Exercises There will be four tests which will consist of multiple choice questions and several essay questions. The questions on these test will be taken from the readings and classroom presentations. You will be made aware in advance what will be on each test.

Make-up test are given only under extreme circumstances. If sick, you must produce a doctors excuse. If other reason, you must talk to me at least 72 hours in advance of the test.

Final Exam Date. Final Exam Date will be given at the beginning of the semester. Please make plans to take the exam on that date. I will give an

Communications Media 101
Survey of Communications Media
Dr. Dennis Ausel
Fall 1992

Schedule of Topics and Assignments

DATE	READING	ASSIGNMENTS
Sept. 2	INTRODUCTION TO THE COURSE	
4	DEFINITION OF COMMUNICATIONS	Chapter 1
7	MODELS OF COMMUNICATIONS	
PART ONE The Print Media		
Sept. 9	NEWSPAPERS	Chapter 2
11	NEWSPAPERS	
14	MAGAZINES	Chapter 3
16	MAGAZINES	
18	BOOK PUBLISHING	Chapter 4
21	TEST Chapters 1 - 4	
PART TWO The Electronic Media		
Sept 23	RADIO	Chapter 5

Oct 9 MOTION PICTURE

12 MOTION PICTURE

14 TELEVISION

THANKSGIVING RECESS

Nov. 30	LEGAL ISSUES	Chapter 17
Dec. 2	AUDIENCE ANALYSIS	Chapter 18
4	AUDIENCE ANALYSIS	
7	MEDIA ETHICS AND SOCIAL ISSUES	Chapter 20
9	MEDIA RESEARCH	
11	TO BE ANNOUNCED	
14	SUMMARY OF COURSE	

Final Chapter 15, 16, 18, 19, 20