

1. College: Arts and Sciences

2. Desired term Fall and year 2005 of implementation for this course.

	YES	NO
3. Consider for G.E. If yes, also fill out appropriate GE form.		<input checked="" type="checkbox"/>
4. Consider for Computer Competency Requirement		<input checked="" type="checkbox"/>
5. Is this a variable-topics (generic) course?		<input checked="" type="checkbox"/>

6. Course abbreviation and Number:
Mass Media 315B

7. Title:
The News: Electronic Journalism.

8. Number of Units: 3

9. Course Description:

Examines the development, technologies, professions, and conventions of news in regard to film, radio, TV, and the WWW. Explains the processing of information during the creation of broadcast news. Considers various influences on electronic journalism. Compares electronic and print journalism. Students have the opportunity to create media projects applying course concepts, and to submit stories related to a campus or local beat to the university newspaper's web news site. *Prerequisite: Mass Media 315A or consent of instructor. (2nd of 2 semester sequence) (MMP, MOS)*

10. Grading Method:

N Normal (N) (Allows Letter Grade +/-, and Credit/No Credit)
Normal Plus Satisfactory Progress (NSP) (Allows Letter Grade +/-, Credit/No Credit, and Satisfactory Progress)
Credit/No Credit Only (C)
Credit/No Credit or Satisfactory Progress Only (CSP)

11. If the NSP or CSP grading system was selected, please explain the need for this grade option.

12. Mode of Instruction (CS Numbers):

Lecture: C02 Lab: _____ Activity: _____ Adjusted Units: Lecture: 3 Lab: _____ Activity: _____

13. Course Requires Consent for Enrollment? Yes No

____ Faculty _____ Credential Analyst _____ Dean _____ Program/Center/Department - Director/Chair

14. Course Can be Taken for Credit More than Once? Yes No
If yes, how many times _____ (including first offering)

15. Is Course Crosslisted: Yes No
If yes, indicate which course _____ and obtain signature in #24.

16. Prerequisite(s): *Mass Media 315A or consent of instructor*

17. Corequisite(s):

18. Documentation attached:

_____ Syllabus or _____ x _____ Detailed Course Outline

19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:
 20. Why is this course being proposed?
 Part of new Mass Media B.A.

21. How often will this course be offered once established?
 Once a semester

22. What resources are needed to offer this course (including technology)?
 Smart classrooms, multimedia lab facilities

23. How will this course be used for General Education, the major, and/or other majors (if applicable)?
 Upper division Mass Media elective course

24. Does this course impact other discipline(s)? Yes No
 If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

Discipline Five Signature Alvaro Hernandez Date 4/10/04 Support Oppose
 Discipline _____ Signature _____ Date _____ Support Oppose

SIGNATURES:

1. Originator (Please Print) BOB SHERMAN Date 8/14/03
 2. Program/Content Director - Director Chair [Signature] Date 10/11/03
 3. College Curriculum Committee Debra M. Hoover Date 4/11/04
 4. College Dean (or Designee) [Signature] Date 4/16/04
 5. APP Committee Chair _____ Date _____
 6. Vice President for Academic Affairs (or Designee) _____ Date _____
 7. President (or Designee) _____ Date _____

Mass Media 315B, The News (Electronic Journalism) (MMJ, MOS) (3 units)
Course Outline

2nd course of two-semester sequence.

Prerequisite: Mass Media 315A or consent of instructor.

Students may use library and Communication Department studios, labs, and equipment to develop projects.

Objectives

- Understand the development of electronic news media in various countries
- Understand the production processes, organizational structures, and distribution systems that affect the form and content of electronic journalism
- Understand how the processing of information during the creation of electronic news affects its content
- Understand how technology has influenced the development of electronic journalism
- Understand how commercial concerns and constraints affect electronic journalism
- Understand the work practices and production conventions shape electronic journalism
- Examine how external influences such as the organizations that reporters cover, community cultures, and power relationships influence electronic journalism

Approach

- Students read research that describes and analyzes the development and practices of electronic journalism
- Students examine and analyze examples of electronic journalism
- Applying concepts presented during the course, students plan and complete projects to study the products, processes, and institutions of electronic journalism
- Applying concepts presented during the course to their projects, students examine the role of social and cultural influences on electronic journalism
- Students present and discuss their research plans, data, and findings in class
- Applying examples from their projects and readings, students write papers and create multimedia materials analyzing the products, processes, and institutions of electronic journalism
- Through research papers, projects, and/or exams students will demonstrate that they understand and can apply course concepts.

