

Revisions to the B.A. in Mass Media Curriculum (P-2)

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PROPOSAL PURPOSE SUMMARY

The Communication Department submits this proposal for course and curriculum changes to the Bachelor of Arts in Mass Media. After careful consideration of departmental needs, the Communication faculty determined that course and curriculum changes are needed in order to maintain program integrity in light of the 2011-2012 program realignment. We seek to strengthen the program's connection to the University and Department mission, and continue to meet the needs of current and future Media students.

In order to maintain program integrity, and to continue to serve students whose interests in media are more closely aligned with the study of Communication than the study of arts, we propose a curriculum change that broadly emphasizes understanding and engaging the changing nature of the media in the United States and around the globe. To support this curriculum change, we submit the following:

- Proposed new catalog copy for the major and
- Revised Departmental Student Learning Outcomes (Appendices A and B)
- New Course forms C (two) and T (one)

This re-design replaces a 3 area of emphasis structure, (previously comprising Mass Media Production, Media Organizations and Systems and Media Uses and Effects) with a structure that offers eleven courses distinctive to Mass Media, 3 of which are core and 8 elective. While there will

continue to be Mass Media courses shared with the Communication degree, (e.g the preparatory lower division and pertinent media related Communication electives), Mass Media students will also be able to take relevant electives offered outside the department. Mass Media students can choose to take all of their electives (8) in Mass Media, OR they may choose up to three Media-related courses in the Communication curriculum, or courses offered by other departments in CHABSS. We emphasize that elective choices will allow students breadth of exposure to media studies while we are modifying core offerings to maintain a distinctive Media focus.

Media students will have opportunities for exploring various media across the curriculum through a department emphasis on “technology across the curriculum,” which addresses a variety of ever-evolving platforms and devices in various social and cultural contexts. This speaks to our department’s desire to address student interest in and desire to study, participate in and engage in a dynamic media environment by combining a solid educational foundation in the historical and contemporary trends of media technology, as shaping and shaped by contexts of development and use.

This degree program prepares students to understand the complexities of building and managing careers in media industries and occupations. They learn how media technology affects human communication and interaction. Students study the major controversies and shifts in media that influence current adoption, perception, and consumption of media. They learn how media can contribute to social and cultural endeavors. They learn how to navigate complex media content, environments, and technologies. They learn how to contribute to and impact discussions regarding media technology and its effect upon communication, society, and culture.

The Mass Media/Media Studies major at CSUSM emphasizes technology across the curriculum, and the interrelations between media industries, media products, representations, cultures, and social structures. Having taken courses that address individual, interpersonal and institutional/organizational levels of analysis, students will encounter a perspective on media that is not dependent on or reducible to a single technological platform or paradigm. As media technologies evolve and converge, the B.A. in Mass Media/Media Studies will provide students with

the skills and analytical tools to help them examine, understand, and manage the consequences of change, while recognizing systems, patterns and structures. Employers recognize the need for digitally literate employees who can assess, compare, critique and advise media use strategies in a variety of settings.

Daniels Lab

Students will continue to utilize the Daniels Communication lab in SBSB for assignments and projects related to Mass Media and Communication coursework. Students in both degree programs will continue to require access to the variety of software, hardware and equipment in the lab to complete individual and group projects, and the support and access that a staffed lab provides.

PROPOSED CATALOG COPY: P-2 Program**Revision: Mass Media BA****Program Offered:**

Bachelor of Arts in Mass Media/ Media Studies provides students with theoretically focused and application-based frameworks to understand media, media technology, and its influence upon domestic and global culture and society. Students will study theoretically grounded approaches to a variety of media, becoming sensitive to the ways power affects media creation, distribution, representation, access, and change. Students will explore and contribute to a lively and stimulating socially conscious intellectual environment -- one that allows every student to expand the scope of his or her cultural and educational experience. The program is broad-based, focusing on studies of a wide range of traditional, alternative, historical, contemporary, and emerging media within their cultural, social, historical, economic, global, and political contexts. The goal of the degree program is to develop theoretically informed and critical consumers and navigators of media texts and citizens in a dynamically mediated world.

The program requirements for a degree in Mass Media/Media Studies include core courses, which form the foundation of study and electives to allow the student to develop their interests according to their intellectual and career goals. As all course work is aligned with the three cornerstones of the degree -- Theory and Application, Social and Cultural Impacts, Media History and Trends -- the core program provides theoretical and methodological foundation for critically analyzing and engaging with media in a variety of situations.

Student Learning Outcomes

Graduates of the Mass Media Program will be able to:

1. Understand and critically evaluate forms and theories of media in order to recognize and differentiate points of view
2. Analyze a media topic, form, or theme from a variety of perspectives or levels of analysis.
3. Comprehend media as mode of creating, sustaining, and reflecting individuals, cultures, communities, and organizations.

4. Examine and analyze the contribution of media in creating, sustaining, challenging, and transforming a variety of power relations.
5. Understand and utilize media as a tool for social change
6. Comprehend historical shifts in media technology and develop skills to critically engage with emerging media trends
7. Identify and analyze ethical issues in a variety of media forms
8. Critically engage multi-media platforms in various ways, including but not limited to consuming, producing, designing, and analyzing media and technology.

Special Conditions

Mass Media students are strongly advised to take COMM 360 prior to or concurrently with other 300 level Mass Media courses and must take it prior to 400 level courses. Students may apply a maximum of 6 units of Independent study (MASS 499) or Internship (MASS 495) toward the Mass Media degree. Students may count a maximum of 9 units additional pertinent upper division CSUSM elective coursework taken inside or outside the Communication department toward the Mass Media degree. These media related courses may include Communication department courses related to Media, as well as media-related courses offered by CSUSM departments and programs including but not limited to VPA, SOC, FMST WMST, HIST or ECON. Your Faculty Advisor must approve courses selected from outside the Communication department. Students are responsible for consulting with their faculty advisor prior to selecting courses to confirm their applicability toward the degree program. In addition to seeking COMM department faculty advisor approval, students should be aware that courses outside the Communication department may have prerequisites or restrictions specified by the department or program offering the course. Students should consult the catalog and check with the instructor to confirm their ability to enroll.

Mass Media students may not use Comm 360 or any other course that counts as a DD as both a DD course and as a course to be counted toward the degree.

Bachelor of Arts in Mass Media

	UNITS
General Education:	51 units
Major	48 units
Preparation for the Major	9
Major core requirements	15
Major elective requirements	24
Other electives	21 units

Students must take a sufficient number of elective units to bring total to number of units to a minimum of 120 units

Preparation for major	9 units
Comm 100	3
Comm 200	3
Psych 220 or Soc 201	3
Upper division requirements	39
Major Core courses	15 units
Comm 360	3
Mass 301	3
Mass 303	3
Mass 304	3
Comm 390 or Mass 402	3
Major Upper division electives	24 units
(Mass Media electives	15
other media related electives	9

TO attain these 24 units, students must take at least 5 Mass Media elective courses and UP TO 3 Upper division Media-related courses not offered in the Mass Media program.(See special conditions)

Career Opportunities

With a foundation in studies of communication, culture, and interaction, the major provides students with understandings of the types of professional discourse, work interaction, and organizational structures that shape media-related careers and products as well as human interaction with communication and media technology. The B.A. will prepare students for a variety of occupations that develop, use and analyze media. These include:

- Consultant and management positions in media intensive enterprises
- Careers in usability, communication and media technology interface, and social networking.
- Positions that work with media in advertising, marketing, promotions, and public relations in departments of private, government, and public service organizations.