

CORE CURRICULUM COMPONENT APPLICATION

CORE COMPONENT AREA	Social and Behavioral Sciences
COURSE TYPE	New Core Request
DEPARTMENT	Speech
COURSE RUBRIC & NUMBER	COMM 1307
COURSE NAME	Introduction to Mass Communication
CATALOG DESCRIPTION	Study of the media by which entertainment and information messages are delivered. Includes an overview of the traditional mass media: their functions, structures, supports, and influences. (From the ACGM).
NUMBER OF SECTIONS OFFERED/FALL	2
NUMBER OF SECTIONS OFFERED/SPRING	2
EXTIMATED ANNUAL ENROLLMENT	100
COURSE LEVEL	Freshman
CONTACT PERSON (dept. representative)	Jennifer Ramsey
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DEPARTMENT APPROVAL STATUS	Approved - Date 10/10/2013
CORE COMMITTEE COMMENTS (REQUEST FOR ADDITIONAL INFORMATION)	
CORE COMMITTEE APPROVAL STATUS	Select One - Date Click here to enter a date.

Best practices and accreditation guidelines generally place the faculty in a position of responsibility for curricular decisions.

CORE CURRICULUM COMPONENT APPLICATION

Indicate below how each learning objective will be supported, what strategies or activities will be used to introduce each objective and how student learning will be assessed.

***NOTE: Component Area Option –**

- A. A minimum of 3 SCH must meet the definition and corresponding Core Objectives specified in one of the foundational component areas
- B. As an option for up to 3 semester credit hours of the Component Area Option, an institution may select course(s) that:
 - i. Meet(s) the definition specified for one or more of the foundational component areas; and
 - ii. Include(s) a minimum of three Core Objectives, including Critical Thinking Skills, Communication Skills, and one of the remaining Core Objectives of the institution's choice.

#	THECB CORE OBJECTIVE "ICO"	PROGRAM GOALS/OUTCOMES	COURSE LEARNING OUTCOMES	KEY IDENTIFIERS	LEARNING EXPERIENCE	ASSESSMENT
1	<p>Critical Thinking Skills - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.</p> <p><i>Must be addressed in all core curriculum courses</i></p>	As a Social/Behavioral course in the Foundational Core Component area, this course will assess Critical Thinking, Communication skills, EQS and Social Responsibility	Critique and reflect on media's role in society, media industry and professions, and ethics of new media practices	Through discussions, reflections and in class activities students will ritically evaluate media's role in society, a specific media profession, and ethics of new media practices	Students will submit answers to open-ended questions on quizzes asking for reflection on media's role in free society & responsibility to democracy, debate, and discussion.	This core objective will be assessed by an interdepartmental assessment committee using the Critical Thinking Rubric.
2	<p>Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and</p>	As a Social/Behavioral course in the Foundational Core Component area, this course will	Create and present written and oral critiques that analyze radio, television, news and convergence media	Use class discussion and interaction for expressing ideas and opinions, write refection papers, and critique video	Students will submit an original research study that quantifies the effect of a media artifact on the mass audience.	This core objective will be assessed by an interdepartmental assessment committee using the

	<p>visual communication.</p> <p><i>Must be addressed in all core curriculum courses</i></p>	<p>assess Critical Thinking, Communication skills, EQS and Social Responsibility</p>	<p>development</p>	<p>representations of media practices and theories</p>	<p>Students will write a paper of 5-7 pages that articulates the findings of their study.</p>	<p>Communication Rubric.</p>
3	<p>Empirical and Quantitative Skills - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions</p> <p><i>Must be addressed in all Mathematic, Life and Physical Sciences, AND Social & Behavioral Sciences component area core curriculum courses. Optional for all other component areas.</i></p>	<p>As a Social/Behavioral course in the Foundational Core Component area, this course will assess Critical Thinking, Communication skills, EQS and Social Responsibility</p>	<p>Demonstrate ability to determine audience share and ratings and costs of advertising across media platforms</p>	<p>Students will discuss the quantitative aspects of content analysis as a research paradigm and apply them to studies of media effect on the mass audience. Sample studies will be analyzed and graphed in class. Students will use empirical methodologies to ask and answer one research question and consider TV program ratings, market share, and demographics .</p>	<p>Students will create and submit an original content analysis of a mass communication artifact. Students will create a table that summarizes their findings and submit it as part of their content analysis project.</p>	<p>This core objective will be assessed by an interdepartmental assessment committee using the Empirical and Quantitative Skills Rubric.</p>
4	<p>Teamwork - to include the ability to consider different points of view and to work effectively with others to support a</p>					

	<p>shared purpose or goal.</p> <p><i>Must be addressed in all Communication, Life & Physical Sciences, and Creative Arts component area core curriculum courses. Optional for all other component areas.</i></p>					
5	<p>Social Responsibility: to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities</p> <p><i>Must be addressed in all Language, Philosophy & Culture, Creative Arts, American History and Government/Political Science, and Social & Behavioral Sciences component area core curriculum courses. Optional for all other component areas.</i></p>	<p>As a Social/Behavioral course in the Foundational Core Component area, this course will assess Critical Thinking, Communication skills, EQS and Social Responsibility</p>	<p>Demonstrate sensitivity international, intercultural and ethical communication and appreciate media's roles as public forum, public servant, and public advocate</p>	<p>Students will discuss issues of cultural communication and media effects in class. Embedded exam questions dealing with role of media in communities, culture, and government will be presented in open format on the midterm and final examinations. Exam questions also deal with diversity in the media and comparative practices internationally</p>	<p>Students will submit answers to open ended embedded exam questions on their mid-term and final examinations.</p>	<p>This core objective will be assessed by an interdepartmental assessment committee using the Teamwork Rubric</p>
6	<p>Personal Responsibility - to include the ability to connect choices, actions and consequences to</p>					

	<p>ethical decision-making.</p> <p><i>Must be addressed in all Communication, Language, Philosophy & Culture, American History and Government/Political Science component area core curriculum courses. Optional for all other component areas.</i></p>					
7						
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Critical Thinking Skills

To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.

Must be addressed in all core courses

Communication Skills

To include effective development, interpretation and expression of ideas through written, oral and visual communication.

Must be addressed in all core courses

Empirical and Quantitative Skills

To include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.

Must be addressed in all core courses that satisfy the following requirements:

- Mathematics
- Life and Physical Sciences
- Social and Behavioral Sciences
- Some Component Area Options

Teamwork

To include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.

Must be addressed in all core courses that satisfy the following requirements:

- Communication
- Life and Physical Sciences
- Creative Arts
- Some Component Area Options

Social Responsibility

To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national and global communities.

Must be addressed in all core courses that satisfy the following requirements:

- Language, Philosophy and Culture
- Creative Arts
- American History
- Government/Political Science
- Social and Behavioral Sciences
- Some Component Area Options

Personal Responsibility

To include the ability to connect choices, actions and consequences to ethical decision-making.

Must be addressed in all core courses that satisfy the following requirements:

- Communication
- Language, Philosophy and Culture
- American History
- Government/Political Science
- Some Component Area Options