

CORE CURRICULUM COMPONENT APPLICATION

CORE COMPONENT AREA	Language, Philosophy, and Culture
COURSE TYPE	Existing Core
DEPARTMENT	Speech
COURSE RUBRIC & NUMBER	COMM 2300
COURSE NAME	Media Literacy
CATALOG DESCRIPTION	Criticism and analysis of the function, role, and responsibility of the mass media in modern society from the consumer perspective. Includes the ethical problems, and issues facing each media format, with the effect of political, economic, and cultural factors on the operation of the media. (From the ACGM).
NUMBER OF SECTIONS OFFERED/FALL	2
NUMBER OF SECTIONS OFFERED/SPRING	2
ESTIMATED ANNUAL ENROLLMENT	100
COURSE LEVEL	Sophomore
CONTACT PERSON (dept. representative)	Jennifer Ramsey
EMAIL ADDRESS	jramsey@odessa.edu
PHONE	6618
DEPARTMENT APPROVAL STATUS	Approved - Date 10/10/2013
CORE COMMITTEE COMMENTS <small>(REQUEST FOR ADDITIONAL INFORMATION)</small>	
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 communications course in the core component area of language philosophy and culture, this course will assess critical thinking, communication, social and personal responsibility.	Engage in the process of rhetorical criticism and create a written document demonstrating skills in qualitative rhetorical inquiry.	Instructor will introduce a diverse array of literature samples from various media artifacts. Contextual and cultural issues pertaining to these artifacts will be discussed in class. Instructor will model the process of rhetorical criticism. Students will be taught to apply these skills to self	Student's will submit the rhetorical criticism.	This core objective will be assessed by an interdepartmental assessment committee using the Critical Thinking Rubric.

				selected media artifacts in a 5-7 page rhetorical criticism.		
2	<p>Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication.</p> <p><i>Must be addressed in all core curriculum courses</i></p>	<p>As a communications course in the core component area of language philosophy and culture, this course will assess critical thinking, communication, social and personal responsibility.</p>	<p>Engage in the process of rhetorical criticism and create a written document demonstrating skills in qualitative rhetorical inquiry.</p>	<p>Students will complete a rhetorical criticism that effectively communicates the literary analysis and rhetorical impact of a selected media artifact. The rhetorical criticism will be 5 to 7 pages in length.</p>	<p>Student's will submit the rhetorical criticism.</p>	<p>This core objective will be assessed by an interdepartmental assessment committee using the 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>					

4	<p>Teamwork - to include the ability to consider different points of view and to work effectively with others to support a 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>	As a communications course in the core component area, this course will assess critical thinking, communication, social and personal responsibility.	Identify how media (including social media) are used to construct meaning and how audiences process and learn from media content.	Instructor will guide students through an exploration of the social construction of meaning and it's reflexive relationship between culture and the media. Students will discuss this in reply to an embedded open ended question on either their mid-term exam or their final exam.	Students will submit an answer to the exam question.	This core objective will be assessed by an interdepartmental assessment committee using the Teamwork Rubric

CORE CURRICULUM COMPONENT APPLICATION

6	<p>Personal Responsibility - to include the ability to connect choices, actions and consequences to 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>	As a communications course in the core component area of language philosophy and culture, this course will assess critical thinking, communication, social and personal responsibility.	Develop and articulate a sense of ethics and a personal aesthetic as it applies to personal media consumption.	Students will consider their own relationship to the media and their role as both a consumer and opinion leader in their sphere of influence and submit a 1-2 page reflection on these concepts at the end of the course.	Students will submit the personal reflection.	This core objective will be assessed by an interdepartmental assessment committee using the Personal Responsibility Rubric.
7						
8						
9						
10						

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